

# College of Business and Economics

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The College of Business and Economics was established at the University of Kentucky in 1925 as the College of Commerce. The name was changed to College of Business and Economics in 1966. The name was changed again in 1996 to the Carol Martin Gatton College of Business and Economics.

The objective of the instructional programs in the Gatton College of Business and Economics is to prepare the student for a lifelong career in business, government, or research and teaching. The programs are structured to provide each student an opportunity to acquire a background in the basic areas of the arts and sciences, to obtain a broad knowledge of business and economics, and to study in depth one or more fields of special interest.

## Accreditation

The Gatton College of Business and Economics is a member of the AACSB – the Association to Advance Collegiate Schools of Business, which accredits undergraduate programs in accounting, business administration, and economics as well as master’s programs in accounting and business administration. The programs of the college enjoy the Assembly’s full accreditation.

## Undergraduate Programs in Business and Economics

The University of Kentucky grants the following degrees in the Gatton College of Business and Economics:

- Bachelor of Business Administration
- Bachelor of Science in Accounting
- Bachelor of Science in Business and Economics

Students pursuing the Bachelor of Business Administration may select from these majors: Decision Science and Information Systems, Finance, Management, and Marketing.

## ADMISSION POLICY

Admission to the University is sufficient for lower-division admission to the Gatton College of Business and Economics for students with less than a junior standing. However, lower-division admission to the college or any admission to the University does not guarantee upper-division admission to one of

*“Gatton has provided me with the resources, skills, and knowledge to be a world-ready employee. I have had classes with well-respected, challenging, and friendly professors who are passionate about their subjects. I also had the opportunity to study abroad through Gatton; an irreplaceable experience that has provided me with so many wonderful memories as well as priceless knowledge about our shrinking world. Now as a graduate, I am prepared and excited to enter the working as an asset to my future company.”*

– Samantha Peterson

the degree programs in the Gatton College of Business and Economics. In general, admission depends upon the qualifications and preparation of the applicants, as well as the availability of the resources for maintaining quality instruction.

Upper-division admission into a degree program is necessary in order to be granted a baccalaureate degree from the Gatton College of Business and Economics. Students who have attained a 3.0 or higher cumulative grade-point average overall and in the premajor component required of all students in the Gatton College of Business and Economics and have completed 60 semester hours of college-level credit will be assured admission.

Annually the Gatton College of Business and Economics will review the admission requirements and determine the cumulative grade-point average (Annual Admission GPA), if any, that would be acceptable below the 3.0 standard. The Annual Admission GPA (both overall and in the premajor component) will be no lower than 2.5 (see “Appeal Process” below for special circumstances). This GPA will be made available in the Undergraduate Resource Center of the Gatton College of Business and Economics by October 15 of each year. This GPA will be effective the following May 1. The GPA would be effective for any student applying for upper-division admission to the Gatton College of Business and Economics, regardless of the time of his/her enrollment in the University.

To be considered for upper-division admission to any of the undergraduate degree programs offered by the Gatton College of Business and Economics, an applicant must fulfill the following requirements:

1. Enrollment in the University of Kentucky. (Students are considered for acceptance by the college only after acceptance by the University of Kentucky.);
2. Completion of 60 semester hours with a minimum cumulative grade-point av-

erage of 3.0 or the current Annual Admission GPA, whichever is lower;

3. Completion of the premajor component required of all students within the Gatton College of Business and Economics with a minimum grade-point average of 3.0 or the minimum current Annual Admission GPA, whichever is lower. In addition, students must complete the Microsoft Office Specialist Certification requirements. B&E 102, B&E 103, and B&E 104 are fulfilled upon passing the Microsoft Office Specialist Certification Exams in Word, PowerPoint, and Excel. For more information about testing at the Gatton College, visit: <http://gatton.uky.edu/Undergraduates/MOS/Index.asp>. (The courses meeting the premajor requirements are listed under “Graduation Requirements” below.);
4. Submission of an application form to the Gatton College of Business and Economics. The application is available on the Web at: <http://gatton.uky.edu/undergraduates>.

Applications from students outside the University of Kentucky seeking admission to the Gatton College of Business and Economics, whether for upper-division or lower-division status, must be received by the University Admissions Office no later than April 15 (first summer session); May 15 (second summer session); August 1 (fall semester); and December 1 (spring semester).

Students enrolled in other UK colleges on campus should apply for admission **prior** to the priority registration period. (The appropriate deadlines are listed in the University calendar for approved times to change major).

Lower-division students enrolled in the Gatton College of Business and Economics should apply for upper-division admission to the college during the semester they are completing the premajor course work. The appli-

cation for upper-division admission should be made before the priority registration period for the upcoming semester.

Lower-division students in the college who are missing no more than two premajor courses will be permitted to complete these courses simultaneously with enrollment in restricted course work if they are otherwise eligible. Eligibility is determined by attainment of junior standing and the minimum cumulative and premajor grade-point standings. This privilege will be granted for one semester only.

Students not admitted to an upper-division program in the Gatton College of Business and Economics should be aware that others may be given preference for enrollment in the restricted upper-division courses offered by the Gatton College of Business and Economics.

Enrollment in restricted Business and Economics courses number 300 or above will be limited to:

1. Upper-division Business and Economics students;
2. Lower-division Business and Economics students who are missing no more than two premajor courses and are otherwise eligible for upper-division status. (This privilege will be granted for one semester only.);
3. Non-Business and Economics students who are registered for specific programs requiring Business and Economics courses;
4. Other students or categories of students with specific permission of the department offering the course.

In the event of capacity limitations, enrollment preference would be made in the above order.

An applicant from a non-English speaking country is required to take the Test of English as a Foreign Language (TOEFL) and must have a minimum score of 550 in order to be considered for admission. (An equivalent score from another English proficiency test similar to TOEFL may be allowed upon request.)

### Appeal Process

Students with a GPA below the Annual Admission GPA may appeal for admission into the Gatton College of Business and Economics. If the Appeals Committee feels that there is persuasive evidence that personal, academic or professional circumstances have affected a student's grade and if the Appeals Committee feels that the student shows promise for successful completion of a degree in the Gatton College of Business and Economics, acceptance may be granted. Materials and information necessary for the appeals process are available in the Undergraduate Resource Center. The deadline for the submission of the appeals is generally 45 days prior to the beginning of the semester; however, appeals

materials are not accepted for the first summer session.

### Probation and Academic Suspension

The following rules apply to students in the Gatton College of Business and Economics.

1. No student with a cumulative GPA of less than 2.0 will be enrolled in the Gatton College of Business and Economics. Any student who fails to maintain a cumulative GPA of 2.0 will be suspended from the Gatton College of Business and Economics and will not be readmitted until this GPA is 2.0 or greater. No probationary notice will be given.
2. Any student enrolled in the Gatton College of Business and Economics who achieves a GPA of less than 2.0 in any semester will be placed on probation.
3. Any student on probation who fails to achieve a 2.0 semester GPA will be dropped from the Gatton College of Business and Economics and will not be readmitted until he or she has obtained a semester GPA of 2.0 or greater for one semester and the student's cumulative GPA is 2.0 or greater.
4. Students who are suspended twice from the Gatton College of Business and Economics will not be readmitted.

### Scholarships

The Gatton College of Business and Economics awards scholarships at the freshman and upper-division levels. A small number of scholarships are available to freshmen based upon merit. Most upper-division scholarships require application in the spring. The application is available at: <http://gatton.uky.edu/undergraduates>.

## DIVISIONS

### SCHOOL OF ACCOUNTANCY

The faculty in the School of Accountancy is committed to providing the best possible educational experience for students. The faculty has both breadth and depth of training and experience in public accounting, industry, government and regulated industries, and previous classroom experience.

### DEPARTMENT OF ECONOMICS

The Department of Economics provides theoretical and applied courses in widely diverse areas including urban problems, labor, monetary economics, international economics, comparative economic systems, and economic history.

## SCHOOL OF MANAGEMENT

### Decision Science and Information Systems

This degree program focuses on Business Analytics, which involves an organization's integrated use of technological and quantitative methods to process data and gain insights in the course of making decisions. The objective of Business Analytics is to help an organization reach decisions leading to actions that yield strong performance and sustained competitiveness in the context of today's turbulent, fast-paced, global business environment. The major covers application areas such as information systems, operations, and supply chain management.

### Finance

The Area of Finance offers a variety of courses, both to students who concentrate their studies in finance and to those who desire additional knowledge in various financial areas. Such areas include financial management, security analysis and portfolio management, capital market theory, banking and institutions, and real estate.

### Management

The faculty in the Area of Management brings extensive academic and practical experience to the classroom. Course offerings cover an array of management areas such as personnel, production and operations, analysis, development and design, and business policy.

### Marketing

The faculty in the Area of Marketing has extensive experience in industry and government and includes individuals with interests and training in all areas of marketing. Aspects of marketing such as research, strategy and planning, and retail and sales management are covered in marketing course work.

## GRADUATION REQUIREMENTS

All students in the Gatton College of Business and Economics must fulfill the University Studies requirements as outlined in the *University Studies* section of this Bulletin.

All students in the Gatton College of Business and Economics must fulfill the College requirements, premajor requirements, and College core requirements which are listed below. Major requirements for each program in the college are also listed below.

### College Requirements

To graduate from the Gatton College of Business and Economics, a student must have a total of 120 credit hours (exclusive of lower division military science courses, physical education service courses, and performance-type courses) with a 2.0 grade-point standing. Students are required to earn at least 50 percent

of their business credit hours required for the business degree at the University of Kentucky. A minimum GPA of 2.00 is required in all courses taken at the University of Kentucky used to satisfy the College core. Additionally, a minimum GPA of 2.00 is required in all courses taken at the University of Kentucky used to satisfy upper division departmental requirements.

In addition to fulfilling the First Year Writing Requirement (ENG 104), students must also complete ENG 203, Business Writing; ENG 203 may fulfill the Graduation Writing Requirement.

Each student's undergraduate curriculum must have a general education component which comprises at least 50 percent of the total credit hours required for obtaining a bachelor's degree in the Gatton College of Business and Economics. Up to nine semester hours of economics and up to six semester hours of statistics may be counted as part of the general education curriculum.

Students enrolled in the Gatton College of Business and Economics may complete a maximum of nine credit hours of college core and major courses through the Independent Study Program (correspondence).

#### Premajor Requirements Hours

Students must complete 23-28 credit hours taken from the following courses:

University First Year Writing Requirement .....	4
ACC 201 Financial Accounting I .....	3
ACC 202 Managerial Uses of Accounting Information .....	3
**ECO 201 Principles of Economics I .....	3
ECO 202 Principles of Economics II .....	3
STA 291 Statistical Method .....	3
MA 123 Elementary Calculus and Its Applications <b>and</b> MA 162 Finite Mathematics and Its Applications .....	6
<b>or</b>	
MA 113 Calculus I .....	4
B&E 102 Microsoft Office Specialist – Word .....	0
B&E 103 Microsoft Office Specialist – PowerPoint .....	0
B&E 104 Microsoft Office Specialist – Excel .....	0

**Subtotal: Premajor Hours ..... 23-28**

\*May also be used to meet Second-Tier Graduation Writing Requirement.

\*\*May also be used toward partial fulfillment of USP Social Science Requirement.

#### College Core Hours

The Core, a total of 18 credit hours, consists of the following courses:

MKT 300 Marketing Management .....	3
FIN 300 Corporation Finance .....	3
MGT 301 Business Management .....	3
MGT 340 Ethical and Regulatory Environment .....	3
DIS 300 Analyzing Business Operations .....	3
ECO 391 Economic and Business Statistics .....	3

**Subtotal: College Core Hours ..... 18**

#### Other College Requirements Hours

ENG 203 Business Writing .....

ANT 101 Introduction to Anthropology .....	3
PSY 100 Introduction to Psychology .....	
SOC 101 Introduction to Sociology .....	3-4

Students must complete **one** of the following courses:

COM 181 Basic Public Speaking .....	
COM 252 Introduction to Interpersonal Communication .....	
COM 281 Communication in Small Groups .....	
COM 287 Persuasive Speaking .....	
TA 225 Vocal Production for the Stage I .....	

**or**  
complete a bypass examination .....

3  
\*This one course may be used toward the USP Social Science Requirement.

**Subtotal: Other College Hours ..... 9-10**

#### Electives

Each of the degree programs affords the student considerable opportunity and freedom of choice to take elective courses. The number of electives will vary depending on the student and their major. Each student must meet the general minimum hours for graduation. Students pursuing a second degree must have a minimum of 144 hours. Twelve hours of electives must be taken from courses outside the Gatton College of Business and Economics (six of these hours, if taken for a letter grade, may be used to satisfy the USP elective requirement). Military science (lower division), music performance, and KHP activity courses do not count for electives. A maximum of six hours of technical courses can be counted for electives. A total of four electives may be taken on a pass/fail basis if they are not being used for any other type of requirement, nor taught through the student's major department(s).

#### Policy on Experiential Education

Gatton College of Business and Economics' faculty work with the Office of Experiential Education to provide students with the opportunity to intern in a business-related field. The College allows a student to apply toward graduation up to six credit hours (pass/fail option only) of EXP 396/internship credit earned at the University of Kentucky. The maximum credit hours each semester that can be applied toward graduation for EXP 396/internship credit is three. Credits earned for other internship courses throughout the University are included in the three hours per semester and the six hour maximum for graduation credit. For further information, contact the Office of Experiential Education at (859) 257-3632.

#### Advising

The Undergraduate Resource Center (235 Gatton B&E Building) coordinates the academic advising of business students. Generally, lower division students (first- and second-year students) are advised through the Center. Students who have been admitted to the upper division program (juniors and seniors) are advised by departmental faculty advisors.

General information, admission decisions, and the evaluation of transfer credit (including applicability of credit toward degree requirements) are determined by the staff of the Undergraduate Resource Center.

## Bachelor of Science in ACCOUNTING

#### University Studies Requirements

See "University Studies Program" on pages 80-84.

#### Premajor Requirements

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours ..... 23-28**

#### College Core

See "College Core" on page 153.

**Subtotal: College Core Hours ..... 18**

#### Other College Requirements

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours ..... 9-10**

To graduate with a Bachelor of Science in Accounting, a student is required to have 27 or more credit hours taken from the School of Accountancy in the following courses:

#### Major Requirements Hours

ACC 301 Intermediate Accounting I .....	3
ACC 302 Intermediate Accounting II .....	3
ACC 324 Accounting Information Systems .....	3
ACC 403 Auditing .....	3
ACC 407 Concepts of Income Taxation .....	3
ACC 418 Cost Management .....	3
Upper-division Accounting Elective .....	3
DIS 320 Information Systems in the Modern Enterprise .....	3
MGT 499 Strategic Management .....	3

**Subtotal: Major Hours ..... 27**

#### Electives

See "Electives" on page 153. Students must complete at least 120 hours to graduate with a degree in Accounting.

**TOTAL HOURS: ..... 120**

## B.B.A. with a major in DECISION SCIENCE AND INFORMATION SYSTEMS

#### University Studies Requirements

See "University Studies Program" on pages 80-84.

#### Premajor Requirements

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours ..... 23-28**

#### College Core

See "College Core" on page 153.

**Subtotal: College Core Hours ..... 18**

#### Other College Requirements

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours ..... 9-10**

To graduate with a Bachelor of Business Administration degree, a student is required to have at least 18 credit hours as follows:

DIS 320 Information Systems in the Modern Enterprise .....	3
DIS 350 Business Analytics: Modeling .....	3
DIS 406 Production and Inventory Systems .....	3
DIS 450 Business Analytics: Technologies .....	3

plus two of the following:

DIS 390 Special Topics in Business Analytics .....	3
DIS 395 Individual Work in Business Analytics .....	1-3
DIS 506 Productivity and Quality Management .....	3
DIS 520 Advanced Topics in Business Analytics .....	3

**Subtotal: Major Hours** ..... 18

**Electives**

See "Electives" on page 153. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

**TOTAL HOURS:** ..... 120

**B.B.A. with a major in  
MANAGEMENT**

**University Studies Requirements**

See "University Studies Program" on pages 80-84.

**Premajor Requirements**

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours** ..... 23-28

**College Core**

See "College Core" on page 153.

**Subtotal: College Core Hours** ..... 18

**Other College Requirements**

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours** ..... 9-10

To graduate with a Bachelor of Business Administration degree, a student is required to have at least 18 credit hours as follows:

**Hours**

MGT 320 Survey of Personnel and Industrial Relations .....	3
MGT 410 Analysis of Organizational Behavior .....	3
MGT 499 Strategic Management .....	3

plus three of the following:

MGT 309 Introduction to International Business .....	3
MGT 341 Business Law I .....	3
MGT 390 Special Topics in Management (Subtitle required) .....	3
MGT 422 Wage and Salary Administration .....	3
MGT 423 Managing Employee Relations .....	3
MGT 441 Business Law II .....	3
MGT 491 Small Business Management .....	3
MGT 492 Entrepreneurship and Venture Creation .....	3

**Subtotal: Major Hours** ..... 18

**Electives**

See "Electives" on page 153. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

**TOTAL HOURS:** ..... 120

**B.B.A. with a major in  
MARKETING**

**University Studies Requirements**

See "University Studies Program" on pages 80-84.

**Premajor Requirements**

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours** ..... 23-28

**College Core**

See "College Core" on page 153.

**Subtotal: College Core Hours** ..... 18

**Other College Requirements**

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours** ..... 9-10

To graduate with a Bachelor of Business Administration degree, a student is required to have at least 18 credit hours as follows:

MKT 310 Consumer Behavior .....	3
MKT 340 Introductory Marketing Research .....	3
MKT 450 Marketing Strategy and Planning .....	3

plus three of the following:

MKT 320 Retail and Distribution Management .....	3
MKT 330 Promotion Management .....	3
MKT 390 Special Topics in Marketing (Subtitle required) .....	1-3
MKT 410 Personal Selling .....	3
MKT 415 Internet Marketing .....	3
MKT 425 Franchising .....	3
MKT 430 Services Marketing Management .....	3
MKT 435 International Marketing .....	3
MKT 445 Sports Marketing .....	3

**Subtotal: Major Hours** ..... 18

**Electives**

See "Electives" on page 153. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

**TOTAL HOURS:** ..... 120

**B.B.A. with a major in  
FINANCE**

**University Studies Requirements**

See "University Studies Program" on pages 80-84.

**Premajor Requirements**

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours** ..... 23-28

**College Core**

See "College Core" on page 153.

**Subtotal: College Core Hours** ..... 18

**Other College Requirements**

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours** ..... 9-10

To graduate with a Bachelor of Business Administration degree, a student is required to have at least 21 credit hours as follows:

ACC 300 Financial Accounting II .....	3
ECO 412 Monetary Economics .....	3
FIN 445 Capital Investment and Financing Decisions .....	3
FIN 450 Investment Analysis .....	3

plus at least three additional finance courses at the 400 or 500 level.

**Subtotal: Major Hours** ..... 21

**Electives**

See "Electives" on page 153. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

**TOTAL HOURS:** ..... 120

**B.S.B.E. with a major in  
ECONOMICS**

**University Studies Requirements**

See "University Studies Program" on pages 80-84.

**Premajor Requirements**

See "Premajor Requirements" on page 153.

**Subtotal: Premajor Hours** ..... 23-28

**College Core**

See "College Core" on page 153.

**Subtotal: College Core Hours** ..... 18

**Other College Requirements**

See "Other College Requirements" on page 153.

**Subtotal: Other College Hours** ..... 9-10

To graduate with a Bachelor of Science in Business and Economics, a student is required to have 24 credit hours as follows:

**Hours**

ECO 401 Intermediate Microeconomic Theory .....	3
ECO 402 Intermediate Macroeconomic Theory .....	3
ECO 499 Seminar in Economics (subtitle required) .....	3
Upper-level elective in Gatton College .....	3
ECO electives .....	12

In addition, economics majors must complete COM 199 to satisfy USP requirements.

**Subtotal: Major Hours** ..... 24

**Electives**

See "Electives" on page 153. Students must complete a minimum of 120 hours to graduate with a B.S.B.E. degree.

**TOTAL HOURS:** ..... 120

**MINORS**

**NOTE:** In addition to completing the minor requirements, students must complete at least six hours in each minor with courses that are not counted for any other academic program in the College.

**Minor Residency Requirement**

At least half of all upper division classes used to complete each minor must be earned from the Gatton College.

**Minor in Economics**

**Hours**

ECO 201 Principles of Economics I .....	3
ECO 202 Principles of Economics II .....	3
ECO 401 Intermediate Microeconomic Theory <b>or</b> .....	3
ECO 402 Intermediate Macroeconomic Theory .....	3

Three additional economics courses

at the 300-level or above ..... 9

Students must take at least six hours of upper-division classes from the Gatton College (50 percent of the upper-division requirement for a minor).

### Minor in Business

**NOTE:** This minor is not available to students pursuing a major in the Gatton College of Business and Economics. **Students should note that some courses in the minor have CS 101 as a prerequisite. Further, MA 113 (or MA 123) is a prerequisite for STA 291, a preminor requirement. STA 291 is a prerequisite for FIN 300, a minor requirement. Students who choose DIS 300 must complete MA 113 or MA 123/162.**

Students wishing to complete a minor in Business must complete the following:

Preminor Requirements	Hours
ACC 201 Financial Accounting I .....	3
ACC 202 Managerial Uses of Accounting Information .....	3
ECO 201 Principles of Economics I .....	3
ECO 202 Principles of Economics II .....	3
STA 291 Statistical Method .....	3

Students must complete the preminor requirements prior to taking any course in the minor requirements.

Students must take at least six hours of upper-division classes from the Gatton College (50 percent of the upper-division requirement for a minor).

Minor Requirements	Hours
DIS 310 Business Computing Systems <b>or</b>	
DIS 300 Analyzing Business Operations .....	3
FIN 300 Corporate Finance .....	3
MGT 301 Business Management .....	3
MKT 300 Marketing Management .....	3

### Minor in International Business

To earn the minor in International Business, complete the following:

#### Prerequisite

Complete the College premajor with a grade-point standing meeting the Annual Admission GPA, **plus**

FIN 300 Corporate Finance .....	3
MKT 300 Marketing Management .....	3

#### Course Component

Complete 15 hours of course work, including:

MGT 309 Introduction to International Business .....	3
*AEC/ECO 471 International Trade .....	3
FIN 423 International Finance .....	3
MKT 435 International Marketing .....	3

\*ECO 401 is a prerequisite for AEC/ECO 471.

**plus** one of the following: a USP cross-cultural course at the 200 level and above that is not used to satisfy University Studies Program requirements, at least three credit hours earned through an education abroad experience, or six hours of college-level foreign language.

Students must take at least nine hours of upper-division classes from the Gatton College (50 percent of the upper-division requirement for a minor).

### Minor in Quantitative Financial Analysis

#### Preminor Requirements

Students must attain upper-division status in the Gatton College, or complete MA 113, MA 114, MA 213 and attain junior status.

Minor Requirements	Hours
FIN 430 Financial Modeling .....	3
FIN 431 Derivative Asset Pricing .....	3
FIN 432 Quantitative Portfolio Management .....	3

### GRADUATE PROGRAMS

The Gatton College of Business and Economics offers the following graduate degrees through the Graduate School at UK: (1) Master of Science in Accounting, (2) Master of Business Administration, (3) Ph. D. in Business Administration, (4) Master of Science in Economics, and (5) Ph.D. in Economics. Additional information may be obtained from the Associate Dean for Graduate Studies, Gatton College of Business and Economics, and from *The Graduate School Bulletin*.