College of Business and Economics

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 International Association for Management Education, 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 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 English/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 English/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 average of 3.0 or the current Annual Admission GPA, whichever is lower;
3. Completion of the English/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 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 English/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 appro-
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

The faculty of the Area of Decision Science and Information Systems provides theoretical and applied courses in management science, operations management, management information systems, decision support systems, and business expert systems. Members of the area have interest and experience in both the theoretical development and business application of decision systems.

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. (Accounting majors complete a minimum of 121 credit hours.) 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).

### English and Premajor Requirements

**Hours**

Students must complete 26-31 credit hours taken from the following courses:

- **University First Year Writing Requirement** ............ 4
- **ENG 203 Business Writing** .................................. 3
- **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** .... 6
- **or MA 162 Finite Mathematics and Its Applications** .... 6
- **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: English and Premajor Hours** ................. 26-31

*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 Quantitative Analysis in Operations Management** .......... 3
- **ECO 391 Economic and Business Statistics** ............ 3

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

### Other College Requirements

**Hours**

- **Students must complete one of the following courses:**
  - **ANT 101 Introduction to Anthropology** .......... 3
  - **PSY 100 Introduction to Psychology** ..................... 3
  - **SOC 101 Introduction to Sociology** ..................... 3

- **Students must complete one of the following courses:**
  - **COM 181 Basic Public Speaking** ......................... 3
  - **COM 252 Introduction to Interpersonal Communication** .. 3
  - **COM 281 Communication in Small Groups** .......... 3
  - **COM 287 Persuasive Speaking** ............................ 3
  - **TA 225 Vocal Production for the Stage I** ............. 3

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

**Subtotal: Other College Hours** ......................... 6-7

### 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 student and major. Each student must meet the general minimum hours for graduation (accounting majors – 121; all other majors – 120). 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, KHP activity courses, and UK 101/201 (one credit) 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

Carol Martin 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 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours** ......................... 26-31

**College Core**

See “College Core” on page 147.

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours** ......................... 6-7

To graduate with a Bachelor of Science in Accounting, a student is required to have 28 or more credit hours taken from the School of Accountancy in the following courses:

**Major Requirements**

- **ACC 211 Financial Accounting Lab** .................... 1
- **ACC 301 Intermediate Accounting I** .................. 3
- **ACC 302 Intermediate Accounting II** ............... 3
- **ACC 324 Accounting Information Systems** ....... 3
- **DIS 320 Management Information Systems** ....... 3
- **MGT 499 Strategic Management** ...................... 3
- **plus twelve hours of ACC courses at the 400- or 500-level; at least 6 of the 12 hours must be from the following:**
  - **ACC 403 Auditing** ........................................ 3
  - **ACC 407 Concepts of Income Taxation** ............. 3
  - **ACC 418 Cost Management** .............................. 3

**Subtotal: Major Hours** ......................... 28

**Electives**

See “Electives” on page 147. Students must complete at least 121 hours to graduate with a degree in Accounting.

**TOTAL HOURS:** ........................................ 121

### B.B.A. with a major in Decision Science and Information Systems

**University Studies Requirements**

See “University Studies Program” on pages 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours** ......................... 26-31

**College Core**

See “College Core” on page 147.

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours** ......................... 6-7
To graduate with a Bachelor of Business Administration degree, a student is required to have at least 18 credit hours as follows:

- DIS 320 Management Information Systems ............... 3
- DIS 350 Quantitative Analysis in Management .............. 3
- DIS 406 Production and Inventory Control ................. 3
- DIS 450 Information Technology for Organizational Decision Making ........................................... 3

plus two of the following:
- DIS 390 Special Topics in Decision Science and Information Systems (Subtitle required) .................. 3
- DIS 395 Individual Work in Decision Science and Information Systems ........................................... 1-3
- DIS 506 Productivity and Quality Control ................. 3
- DIS 520 Advanced Business Data Processing and Information ...................................................... 3

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

**Electives**

See “Electives” on page 147. 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 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours ............... 26-31**

**College Core**

See “College Core” on page 147.

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

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours ............. 6-7**

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

- 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 147. 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 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours ............... 26-31**

**College Core**

See “College Core” on page 147.

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

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours ............. 6-7**

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

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

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

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

**Electives**

See “Electives” on page 147. 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 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours ............... 26-31**

**College Core**

See “College Core” on page 147.

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

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours ............. 6-7**

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

- 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 147. 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 77-81.

**English and Premajor Requirements**

See “English and Premajor Requirements” on page 147.

**Subtotal: Premajor Hours ............... 26-31**

**College Core**

See “College Core” on page 147.

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

**Other College Requirements**

See “Other College Requirements” on page 147.

**Subtotal: Other College Hours ............. 6-7**

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

- 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 147. 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 ......... 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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201 Financial Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 202 Managerial Uses of Accounting Information</td>
<td>3</td>
</tr>
<tr>
<td>ECO 201 Principles of Economics I</td>
<td>3</td>
</tr>
<tr>
<td>ECO 202 Principles of Economics II</td>
<td>3</td>
</tr>
<tr>
<td>STA 291 Statistical Method</td>
<td>3</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIS 300 Quantitative Analysis in Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>DIS 310 Business Computing Systems</td>
<td>3</td>
</tr>
<tr>
<td>FIN 300 Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGT 301 Business Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300 Marketing Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 300 Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300 Marketing Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Course Component**

Complete 15 hours of course work, including:

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 309 Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>AEC/ECO 471 International Trade</td>
<td>3</td>
</tr>
<tr>
<td>FIN 423 International Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKT 435 International Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

**plus** one course from world regional/foreign language concentrations (developed by UK’s Office of International Affairs) that is not used to satisfy any University Studies Program requirements. This course must be above the 200 level and have a strong cultural component .

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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 430 Financial Modeling</td>
<td>3</td>
</tr>
<tr>
<td>FIN 431 Derivative Asset Pricing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 432 Quantitative Portfolio Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### 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.