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 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 Association’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: Finance, Management, and Marketing.

Undergraduate Certificate in Business and Economics

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

- Global Scholars

Information and requirements for the Global Scholars certificate are listed on page 198.

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 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 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 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. (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://mygatton.uky.edu

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 application 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 numbered 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. For applicants from non-English speaking countries, see the information on “International Students” in the Undergraduate Admission section of this Bulletin.

Appeal Process

Students with a GPA below the Annual Admission GPA and who have completed all premajor requirements 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 grades and that the student shows promise for successful completion of a degree in the Gatton College of Business and Economics, acceptance may be granted. Materials, deadlines, and information necessary for the appeals process are available in the Undergraduate Resource Center.

Dean’s List

Students who have a term grade-point average of 3.6 or greater will appear on the Dean’s List.

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 to first year and returning students. A small number of scholarships are available to first year students based upon merit. Most upper-division scholarships require application in the spring. The application is available at: http://mygatton.uky.edu

DIVISIONS

VON ALLMEN SCHOOL OF ACCOUNTANCY

The faculty in the Von Allmen 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.

DEPARTMENT OF FINANCE AND QUANTITATIVE METHODS

Finance

The Finance major 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.

Analytics

NOTE: The Gatton College of Business and Economics has suspended admissions to the B.B.A. in Analytics for the 2015-2016 academic year.

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.

DEPARTMENT OF MANAGEMENT

The faculty in the Department of Management brings extensive academic and practical experience to the classroom. Course offerings cover an array of management areas such as human resources, organizational behavior, and strategic management policy.

DEPARTMENT OF MARKETING AND SUPPLY CHAIN

The faculty in the Department of Marketing and Supply Chain 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, retailing, promotion, personal selling and strategy are covered in marketing course work.

GRADUATION REQUIREMENTS

All students in the Gatton College of Business and Economics must fulfill the UK Core requirements as outlined in the UK Core section of this Bulletin, the premajor requirements, the college core requirements, and major requirements. Additionally, students must fulfill the College requirements 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.

Students must complete CIS 300, Strategic Business and Professional Communication (W). CIS 300 fulfills the Graduation Composition and Communication Requirement (GCCCR). Each student’s undergraduate curriculum must include at least 60 earned credit hours of courses outside 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 toward the number of earned credit hours outside the Gatton College of Business and Economics.
UK Core Requirements
See the UK Core section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity
Choose one course from approved list .......................... 3

II. Intellectual Inquiry in the Humanities
Choose one course from approved list .......................... 3

III. Intellectual Inquiry in the Social Sciences
Choose one course from approved list .......................... 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences
Choose one course from approved list .......................... 3

V. Composition and Communication I
CIS/WRD 110 Composition and Communication I
or
*CIS/WRD 112 Accelerated Composition
and Communication II .................................................. 3

VI. Composition and Communication II
CIS/WRD 111 Composition and Communication II
or
*CIS/WRD 112 Accelerated Composition
and Communication II .................................................. 3

VII. Quantitative Foundations
MA 123 Elementary Calculus and its Applications
or
MA 113 Calculus I ......................................................... 4

VIII. Statistical Inferential Reasoning
STA 296 Statistical Methods and Motivations ................. 3

IX. Community, Culture and Citizenship in the USA
Choose one course from approved list .......................... 3

X. Global Dynamics
Choose one course from approved list .......................... 3

Subtotal: UK Core hours ............................................. 28-31

*Students who have an AP English Composition score of 4 or 5, an ACT English score of 32 or higher, an SAT verbal score of 720 or higher, or have been accepted into the University’s Honors Program may fulfill the Composition and Communication requirement with CIS/WRD 112.

Graduation Composition and Communication Requirement (GCCR)
CIS 300 Strategic Business and Professional Communication (W) ........................................... 3

Graduation Composition and Communication Requirement hours (GCCR) ......................... 3

Premajor Requirements

Hours
Students must complete 20-26 credit hours taken from the following courses:

*CIS/WRD 110 Composition and Communication I
and
*CIS/WRD 111 Composition and Communication II .... 6
or
*CIS/WRD 112 Accelerated Composition
and Communication II .................................................. 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
*MA 123 Elementary Calculus and its Applications
and
MA 162 Finite Mathematics and its Applications .... 7
or
MA 113 Calculus I ......................................................... 4

B&E 105 Technology for Business Solutions .............. 1

Total .......................................................... 20-26

Suggested Premajor Curriculum

Fall Semester

Freshman Year

Hours
CIS/WRD 110 Composition and Communication I
or
*CIS/WRD 112 Accelerated Composition
and Communication II .................................................. 3

MA 109 College Algebra ............................................... 3
UK 101 Academic Orientation ...................................... 1-2
UK Core ................................................................. 3
UK Core ................................................................. 3
UK Core ................................................................. 3

Total .......................................................... 16-17

Spring Semester

CIS/WRD 111 Composition and Communication II
MA 123 Elementary Calculus and its Applications ...
UK Core ................................................................. 3
UK Core ................................................................. 3
UK Core ................................................................. 3

Total .......................................................... 16

Sophomore Year

Fall Semester

Hours
ECO 201 Principles in Economics I ......................... 3
ACC 201 Financial Accounting I .................................... 3
MA 162 Finite Mathematics and its Applications .... 3
MKT 300 Marketing Management ................................ 3
Elective ................................................................. 3

Total .......................................................... 15

Spring Semester

ECO 202 Principles in Economics II ......................... 3
ACC 202 Managerial Uses
of Accounting Information ............................................. 3
MGT 301 Business Management ................................ 3
**STA 296 Statistical Methods and Motivations ........ 3
B&E 105 Technology for Business Solutions ............ 3
Elective ................................................................. 3

Total .......................................................... 16

**STA 296 fulfills the UK Core Statistical Inferential Reasoning requirement.

College Core

The college 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
AN 300 Analyzing Business Operations .................... 3
ECO 391 Economic and Business Statistics ................. 3

Subtotal: College Core hours .................................... 18

Elections

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. 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 Graham Office of Career Management 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, visit: www.gatton.uky.edu/career

Advising

The Undergraduate Resource Center (144 Gatton College of Business and Economics Building) coordinates the academic advising of business students. The staff of the Undergraduate Resource Center can assist with general information, admission decisions, and the applicability of credit toward degree requirements.

Bachelor of Science in ACCOUNTING

UK Core Requirements
See “UK Core Requirements” on page 194.

Subtotal: UK Core hours .................. 28-31

Graduation Communication and Composition Requirement (GCCR)
See “Graduation Communication and Composition Requirements” on page 195.

Subtotal: GCCR hours .................. 3 hours

Premajor Requirements
See “Premajor Requirements” on page 195.

Subtotal: Premajor hours ............ 20-26

College Core
See “College Core” on page 195.

Subtotal: College Core hours ............ 18

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 Electives ...................... 6
MGT 499 Strategic Management ......................... 3

Subtotal: Major hours .................. 27

Electives
See “Electives” on page 195. Students must complete at least 120 hours to graduate with a degree in Accounting.

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

University of Kentucky

2015-2016 Undergraduate Bulletin

195
### Gatton College of Business and Economics

**Suggested Upper-Division Accounting Curriculum**

#### Junior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 301 Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 324 Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>ECO 391 Economic and Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>AN 300 Analyzing Business Operations</td>
<td>3</td>
</tr>
<tr>
<td>CIS 300 Strategic Business and Professional Communication (W)</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring Semester | | |
| ACC 302 Intermediate Accounting II | 3 |
| ACC 403 Auditing | 3 |
| FIN 300 Corporation Finance | 3 |
| Elective | 3 |
| Elective | 3 |
| **Total** | **15** |

#### Senior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 418 Cost Management</td>
<td>3</td>
</tr>
<tr>
<td>ACC 407 Concepts of Income Taxation</td>
<td>3</td>
</tr>
<tr>
<td>MGT 340 Ethical and Regulatory Environment</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Note:** If you plan to do an internship, please consult with your accounting faculty advisor regarding course work order.

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### B.B.A. with a major in ANALYTICS

**NOTE:** The Gatton College of Business and Economics has suspended admissions to the B.B.A. in Analytics for the 2015-2016 academic year.

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

**UK Core Requirements**

See “UK Core Requirements” on page 195.

**Subtotal:** UK Core hours **28-31**

**Graduation Communication and Composition Requirement (GCCR)**

See “Graduation Communication and Composition Requirements” on page 195.

**Subtotal:** GCCR hours **3 hours**

**Premajor Requirements**

See “Premajor Requirements” on page 195.

**Subtotal:** Premajor hours **20-26**

**College Core**

See “College Core” on page 195.

**Subtotal:** College Core hours **18**

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

---

**Suggested Upper-Division Management Curriculum**

#### Junior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 320 Survey of Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 410 Analysis of Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 499 Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring Semester | | |
| MGT 499 Strategic Management | 3 |
| MGT 3– or 4– | 3 |
| AN 300 Analyzing Business Operations | 3 |
| Elective | 3 |
| Elective | 3 |
| **Total** | **15** |

#### Senior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 3– or 4–</td>
<td>3</td>
</tr>
<tr>
<td>MGT 410 Analysis of Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring Semester | | |
| MGT 499 Strategic Management | 3 |
| MGT 3– or 4– | 3 |
| AN 300 Analyzing Business Operations | 3 |
| Elective | 3 |
| Elective | 3 |
| **Total** | **15** |

---

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

---

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

**UK Core Requirements**

See “UK Core Requirements” on page 195.

**Subtotal:** UK Core hours **28-31**

**Graduation Communication and Composition Requirement (GCCR)**

See “Graduation Communication and Composition Requirements” on page 195.

**Subtotal:** GCCR hours **3 hours**

**Premajor Requirements**

See “Premajor Requirements” on page 195.

**Subtotal:** Premajor hours **20-26**

**College Core**

See “College Core” on page 195.

**Subtotal:** College Core hours **18**

---

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

---

**Suggested Upper-Division Marketing Curriculum**

#### Junior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 310 Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 340 Introductory Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 450 Marketing Strategy and Planning</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring Semester | | |
| MKT 492 Entrepreneurship and Venture Creation | 3 |
| MGT 491 Small Business Management | 3 |
| MGT 492 Entrepreneurship and Venture Creation | 3 |
| Elective | 3 |
| **Total** | **15** |

#### Senior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 492 Entrepreneurship and Venture Creation</td>
<td>3</td>
</tr>
<tr>
<td>MGT 3– or 4–</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Spring Semester | | |
| MKT 492 Entrepreneurship and Venture Creation | 3 |
| MGT 3– or 4– | 3 |
| AN 300 Analyzing Business Operations | 3 |
| Elective | 3 |
| **Total** | **15** |

---

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

---

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

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 320 Survey of Human Resource Management</td>
</tr>
<tr>
<td>MGT 410 Analysis of Organizational Behavior</td>
</tr>
<tr>
<td>MGT 499 Strategic Management</td>
</tr>
<tr>
<td>plus three of the following:</td>
</tr>
<tr>
<td>MGT 309 Introduction to International Business</td>
</tr>
<tr>
<td>MGT 341 Business Law I</td>
</tr>
<tr>
<td>MGT 390 Special Topics in Management (Subtitle required)</td>
</tr>
<tr>
<td>MGT 430 Services Marketing Management</td>
</tr>
<tr>
<td>MGT 450 Negotiations and Conflict Resolution</td>
</tr>
<tr>
<td>MGT 491 Small Business Management</td>
</tr>
<tr>
<td>MGT 492 Entrepreneurship and Venture Creation</td>
</tr>
</tbody>
</table>

**Electives**

See “Electives” on page 195. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.
### Senior Year

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 3– or 4–</td>
<td>3</td>
</tr>
<tr>
<td>MGT 340 Ethical and Regulatory Environment</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 450 Marketing Strategy and Planning</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3– or 4–</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

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

**UK Core Requirements**
- See “UK Core Requirements” on page 195.
- **Subtotal: UK Core hours** 28-31

**Graduation Communication and Composition Requirement (GCCR)**
- See “Graduation Communication and Composition Requirements (GCCR)” on page 195.
- **Subtotal: GCCR hours** 3 hours

**Premajor Requirements**
- See “Premajor Requirements” on page 195.
- **Subtotal: Premajor hours** 20-26

**College Core**
- See “College Core” on page 195.
- **Subtotal: College Core hours** 18

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

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 301 Intermediate Accounting I</td>
</tr>
<tr>
<td>ACC 302 Intermediate Accounting II</td>
</tr>
<tr>
<td>FIN 405 Capital Investment and Financing Decisions</td>
</tr>
<tr>
<td>FIN 410 Investment Analysis</td>
</tr>
<tr>
<td>plus at least three additional finance courses at the 400 or 500 level.</td>
</tr>
</tbody>
</table>

**Electives**
- See “Electives” 18 on page 195. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

**TOTAL HOURS:** 120

### Suggested Upper-Division Finance Curriculum

**Junior Year**

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 301 Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>FIN 300 Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>ECO 391 Economic and Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>CIS 300 Strategic Business and Professional Communication (W)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

**Spring Semester**

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 302 Intermediate Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>FIN 405 Capital Investment and Financing Decisions</td>
<td>3</td>
</tr>
<tr>
<td>FIN 410 Investment Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

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

**UK Core Requirements**
- See “UK Core Requirements” on page 195.
- **Subtotal: UK Core hours** 28-31

**Graduation Communication and Composition Requirement (GCCR)**
- See “Graduation Communication and Composition Requirements (GCCR)” on page 195.
- **Subtotal: GCCR hours** 3 hours

**Premajor Requirements**
- See “Premajor Requirements” on page 195.
- **Subtotal: Premajor hours** 20-26

**College Core**
- See “College Core” on page 195.
- **Subtotal: College Core hours** 18

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

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 401 Intermediate Microeconomic Theory</td>
</tr>
<tr>
<td>ECO 402 Intermediate Macroeconomic Theory</td>
</tr>
<tr>
<td>ECO 499 Seminar in Economics (Subtitle required)</td>
</tr>
<tr>
<td>Upper-level elective in Gatton College</td>
</tr>
<tr>
<td>ECO electives</td>
</tr>
</tbody>
</table>

**Electives**
- See “Electives” 24 on page 195. Students must complete a minimum of 120 hours to graduate with a B.S.B.E. degree.

**TOTAL HOURS:** 120

### Suggested Upper-Division Economics Curriculum

**Junior Year**

<table>
<thead>
<tr>
<th>Fall Semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 401 Intermediate Microeconomic Theory</td>
<td>3</td>
</tr>
<tr>
<td>ECO 300 Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>ECO 391 Economic and Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>CIS 300 Strategic Business and Professional Communication (W)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>1-4</td>
</tr>
<tr>
<td>Total</td>
<td>13-16</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 201 Principles of Economics I</td>
</tr>
<tr>
<td>ECO 202 Principles of Economics II</td>
</tr>
<tr>
<td>ECO 401 Intermediate Microeconomic Theory</td>
</tr>
<tr>
<td>Three additional economics courses</td>
</tr>
<tr>
<td>at the 300-level or above</td>
</tr>
</tbody>
</table>

Students must take at least 6 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 or B&E 105 as a prerequisite. Further, MA 113 (or MA 123) is a prerequisite for STA 296, a preminor requirement. STA 296 is a prerequisite for FIN 300, a minor requirement. Students who choose AN 300 must complete all the business premajor requirements.

Students wishing to complete a minor in Business must complete the following:
designed to enhance any Gatton major. Through challenges of a global environment.

Students must take at least 9 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 Component</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AN 300 Analyzing Business Operations</td>
<td>3</td>
</tr>
<tr>
<td>FIN 300 Corporation 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

Minor Requirements

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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 296 Statistical Methods and Motivations</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 6 hours of upper-division classes from the Gatton College (50 percent of the upper-division requirement for a minor).

### Academic Standards

Global Scholars students are held to higher standards. Students earning a 3.4 cumulative GPA are in good academic standing within the Global Scholars Program. Students earning less than the expected 3.4 cumulative GPA are still in good academic standing if they meet the minimum standards outlined below:

GPA Requirements

- End of First Year: 3.0 cumulative UK GPA
- End of Second Year: 3.2 cumulative UK GPA
- End of Third Year through Graduation: 3.4 cumulative UK GPA

Students who earn less than a 3.0 term GPA during their first semester will automatically be placed on probation. Sophomores and Juniors can also be placed on probation if their term and/or cumulative GPA is below the minimum standard and are not demonstrating progress towards the 3.4 cumulative UK GPA.

Global Scholar students must also meet the general academic standards of Gatton College, e.g., a 2.8 premajor GPA is required for upper-division College course work. All standards of the University of Kentucky, such as academic honesty and integrity, must also be upheld. Should a student fail to meet any of these standards, this may warrant immediate expulsion from the Global Scholars Program. In some cases, the student in question may be eligible for Global Scholars Program probation.

### Undergraduate Certificate in Global Scholars

The Global Scholars Program is a four-year honors program for high-achieving, highly-motivated business students who have a passion for leadership and international business. Every Global Scholar will study abroad for at least one semester and complete a Minor in International Business.

The Program’s mission is to develop perceptive business professionals well-equipped to confront challenges of a global environment through specialized curriculum and co-curricular activities designed to enhance any Gatton major. Through successful completion of the Program, students should accomplish the following goals:

- Develop an appreciation of a global business perspective
- Develop the ability to communicate and work effectively in diverse teams
- Gain knowledge and exposure to international business practices and environments
- Galvanize leadership and professional skills through scholastic rigor and community engagement

In pursuit of these goals, the Global Scholars Program values:

- Academic excellence
- Self-discovery and creativity
- Professionalism
- Teamwork
- Diversity of opinion, ethnicity, culture, and experience

For more information about the Global Scholars program, visit: [http://gatton.uky.edu/Undergraduates/Content.php?PageName=UGlobalScholars](http://gatton.uky.edu/Undergraduates/Content.php?PageName=UGlobalScholars)

**Academic Curriculum**

Global Scholars students are part of the core Gatton College of Business and Economics. Additional information may be obtained from the Associate Dean for Faculty, Research, and Administration, Gatton College of Business and Economics, and from [The Graduate School Bulletin](http://gatton.uky.edu/GraduatePrograms/)

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