

The Gatton College of Business and Economics is proposing two College-level changes in one submission. One proposal is to update Gatton policies to align with other University of Kentucky Colleges' policies and the second proposal is to remove an outdated accreditation requirement that no longer exists. Updated Bulletin Language is attached to this submission.

1. College Graduation Requirement:

a. Current: "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, remedial courses, and performance-type courses**) with a 2.0 grade-point average."

b. Proposed: To graduate from the Gatton College of Business and Economics, a student must have a total of 120 credit hours (exclusive of remedial courses) with a 2.0 grade-point average.

i. Remedial courses are excluded by University policy. The majority of Colleges at UK do not exclude any additional courses. This proposal to *allow lower division military science courses, physical education service courses, and performance-type courses to count as free electives* will align B&E with the rest of the UK community and remove a barrier that has delayed degree completion for some students.

ii. Approved by the Undergraduate Studies Committee (USC) and supported by the Gatton Operating Committee. Approved by B&E faculty on 12/11/19.

2. College Graduation Requirement:


a. "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 credit hours of economics and up to six credit hours of statistics may be counted toward the number of earned credit hours outside the Gatton College of Business and Economics."

b. Proposed: Strike this requirement.

i. This is a legacy policy from an Association for the Advancement of Colleges of Business (AACSB) requirement that no longer exists. The proposal removes a barrier that has delayed degree completion for some students.

ii. Approved by the Undergraduate Studies Committee (USC) and supported by the Gatton Operating Committee. Approved by B&E faculty on 12/11/19.

**MEMORANDUM**

FROM: Jennifer Siebenthaler, Associate Dean for Undergraduate Affairs 

SUBJECT: College Graduation Requirement modifications

DATE: January 13<sup>th</sup>, 2020

In alignment with the Gatton College of Business and Economic operating rules and procedures, details of the proposed modifications to the College Graduation requirements were circulated to all faculty via email and academic unit meetings prior to the December 2, 2019 College faculty meeting.

The faculty voted to approve the proposals with only one member voting against.

*Simon J. Sheather, Ph.D., is Dean of the Gatton College of Business & Economics; Jennifer Siebenthaler, M.S.A., CPA, is Associate Dean for Undergraduate Affairs.*

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 Administration
- Bachelor of Science in Business and Economics

Students pursuing the Bachelor of Business Administration may select from these majors: Finance, Management, and Marketing. In addition to these major choices, students exploring a business degree may select exploratory studies in business until they are ready to declare a major in the Gatton College or until they earn 60 credit hours.

### **Undergraduate Certificates in Business and Economics**

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

- Financial Planning
- General Business
- Global Scholars

## **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 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. 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: [mygatton.uky.edu/](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 Office of Undergraduate Admission by the approved deadlines. These deadlines are listed on page 20 in the *Undergraduate Admission* section of this Bulletin.

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 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. Enrollment in the University of Kentucky.
2. A minimum cumulative grade-point average of 3.0 or the Annual Admission GPA, whichever is lower.
3. Completion of the premajor component with a minimum cumulative grade-point average of 3.0 or the Annual Admission GPA, whichever is lower.
4. Submission of an application.

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. Information about the appeals process is available in the Undergraduate Resource Center in 144 Gatton College of Business & Economics Building. Students can submit appeals online at [myGatton.uky.edu](http://myGatton.uky.edu).

### **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 is proud to offer scholarship opportunities to incoming freshmen, returning students, and international students. The available scholarships may be based on academic performance, financial need, program of study, ethnicity and/or residency. Students are encouraged to apply for Gatton scholarships each academic year. The application, as well as information regarding deadlines and selection process, can be found at: [www.gatton.uky.edu/programs/undergraduate/scholarships-financial-aid](http://www.gatton.uky.edu/programs/undergraduate/scholarships-financial-aid).

## **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 2019-20 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, remedial or remedial courses, and performance type courses~~) with a 2.0 grade-point average. 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 (GCCR).

~~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 credit hours of economics and up to six credit 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 Language and 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 I and II 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**

*\*CIS/WRD 110, CIS/WRD 111, CIS/WRD 112 and MA 123 may also be used toward partial fulfillment of UK Core requirements.  
 \*\*B&E 105 is not a premajor requirement for the B.S.B.A. with a major in General Business.*

**Suggested Premajor Curriculum  
 Freshman Year**

**Fall Semester 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

UK Core .....3  
 UK Core .....3

UK Core .....3  
**Total .....16**

**Spring Semester**  
 CIS/WRD 111 Composition and Communication II .....3

MA 123 Elementary Calculus and its Applications.....	4
UK Core .....	3
UK Core .....	3
UK Core .....	3
<b>Total .....</b>	<b>16</b>

### Sophomore Year

<b>Fall Semester</b>	<b>Hours</b>
ECO 201 Principles in Economics I.....	3
ACC 201 Financial Accounting I.....	3
MKT 300 Marketing Management.....	3
**STA 296 Statistical Methods and Motivations .....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

<b>Spring Semester</b>	<b>Hours</b>
ECO 202 Principles in Economics II.....	3
ACC 202 Managerial Uses of Accounting Information.....	3
MGT 301 Business Management.....	3
MA 162 Finite Mathematics and its Applications .....	3
B&E 105 Technology for Business Solutions .....	1
Elective.....	3
<b>Total .....</b>	<b>16</b>

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

<b>College Core</b>	<b>Hours</b>
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 Introduction to Business Analytics .....	3
ECO 391 Economic and Business Statistics.....	3
<b>Subtotal: College Core hours .....</b>	<b>18</b>

### 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. ~~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 a maximum of six credit hours (pass/fail option only, maximum of three credit hours in any single semester) of internship credit earned at the University of Kentucky. For further information, visit: [gatton.uky.edu/career](http://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.

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## Bachelor of Science in ACCOUNTING

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### UK Core Requirements

See “UK Core Requirements” above.

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

### Graduation Communication and Composition Requirement (GCCR)

See “Graduation Communication and Composition Requirements” above.

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

### Premajor Requirements

See “Premajor Requirements” above.

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

### College Core

See "College Core" above.

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

To graduate with a Bachelor of Science in Accounting, a student is required to have at least 27 credit hours as follows:

### 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 202. Students must complete at least 120 hours to graduate with a degree in Accounting.

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

## Suggested Upper-Division Accounting Curriculum

### Junior Year

#### Fall Semester Hours

ACC 301 Intermediate Accounting I.....	3
ACC 324 Accounting Information Systems.....	3
ECO 391 Economic and Business Statistics.....	3
AN 300 Introduction to Business Analytics.....	3
CIS 300 Strategic Business and Professional Communication (W).....	3
<b>Total .....</b>	<b>15</b>

#### Spring Semester

ACC 302 Intermediate Accounting II.....	3
ACC 403 Auditing.....	3
FIN 300 Corporation Finance.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

### Senior Year

#### Fall Semester Hours

ACC 418 Cost Management.....	3
ACC 407 Concepts of Income Taxation.....	3
MGT 340 Ethical and Regulatory Environment.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

#### Spring Semester

ACC 4.....	3
ACC 4.....	3
MGT 499 Strategic Management.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

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

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**NOTE: The Gatton College of Business and Economics has suspended admissions to the B.B.A. in Analytics for the 2019-20 academic year.**

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

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### UK Core Requirements

See "UK Core Requirements" on page 202.

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

### Graduation Communication and Composition Requirement (GCCR)

See "Graduation Communication and Composition Requirements" on page 202.



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

**Premajor Requirements**

See "Premajor Requirements" on page 202.

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

**College Core**

See "College Core" on page 202.

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

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 Human Resource Management.....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 430 Services Marketing Management .....3  
MGT 450 Negotiations and Conflict Resolution .....3  
MGT 491 Small Business Management .....3  
MGT 492 Entrepreneurship and Venture Creation .....3

**Subtotal: Major hours ..... 18**

**Electives**

See "Electives" on page 202. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

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

**Suggested Upper-Division Management Curriculum**

**Junior Year**

**Fall Semester** **Hours**  
MGT 320 Survey of Human Resource Management.....3  
FIN 300 Corporation Finance .....3  
ECO 391 Economic and Business Statistics .....3  
CIS 300 Strategic Business and  
Professional Communication (W) .....3  
Elective .....3  
**Total .....15**

**Spring Semester**  
MGT 340 Ethical and Regulatory Environment .....3  
MGT 3- or 4- .....3  
AN 300 Introduction to Business Analytics .....3  
Elective .....3  
Elective .....3  
**Total .....15**

**Senior Year**

**Fall Semester** **Hours**  
MGT 3- or 4- .....3  
MGT 410 Analysis of Organizational Behavior .....3  
Elective .....3  
Elective .....3  
Elective .....3  
**Total .....15**

**Spring Semester**  
MGT 499 Strategic Management .....3  
MGT 3- or 4- .....3  
Elective .....3  
Elective .....3  
Elective .....3  
**Total .....15**

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

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**UK Core Requirements**

See "UK Core Requirements" on page 202.

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

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

See "Graduation Communication and Composition Requirements" on page 202.

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

**Premajor Requirements**

See "Premajor Requirements" on page 202.

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

**College Core**

See "College Core" on page 202.

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

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

**Hours**

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

plus three of the following:

MKT 303 Supply Chain Management.....3  
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 420 Business Data Mining.....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 202. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

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

**Suggested Upper-Division Marketing Curriculum**

**Junior Year**

**Fall Semester** **Hours**  
MKT 310 Consumer Behavior .....3  
FIN 300 Corporation Finance .....3  
ECO 391 Economic and Business Statistics .....3  
CIS 300 Strategic Business and  
Professional Communication (W) .....3  
Elective .....3  
**Total .....15**

**Spring Semester**  
MKT 340 Introductory Marketing Research .....3  
MKT 3- or 4- .....3  
AN 300 Introduction to Business Analytics .....3  
Elective.....3  
Elective.....3  
**Total .....15**

**Senior Year**

**Fall Semester** **Hours**  
MKT 3- or 4- .....3  
MGT 340 Ethical and Regulatory Environment .....3  
Elective.....3  
Elective.....3  
Elective.....3  
**Total .....15**

**Spring Semester**  
MKT 450 Marketing Strategy and Planning.....3  
MKT 3- or 4- .....3  
Elective.....3

Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

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

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**UK Core Requirements**

See “UK Core Requirements” on page 202.

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

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

See “Graduation Communication and Composition Requirements” on page 202.

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

**Premajor Requirements**

See “Premajor Requirements” on page 202.

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

**College Core**

See “College Core” on page 202.

**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:

**Hours**

ACC 301 Intermediate Accounting I.....	3
ACC 302 Intermediate Accounting II .....	3
FIN 405 Capital Investment and Financing Decisions .....	3
FIN 410 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 202. 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**

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

**Spring Semester**

ACC 302 Intermediate Accounting II .....	3
FIN 405 Capital Investment and Financing Decisions.....	3
FIN 410 Investment Analysis.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Senior Year**

<b>Fall Semester</b>	<b>Hours</b>
FIN 4- .....	3
FIN 4- .....	3
MGT 340 Ethical and Regulatory Environment.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Spring Semester**

FIN 4- .....	3
AN 300 Introduction to Business Analytics .....	3
Elective.....	3

Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

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**B.S.B.A. with a major in GENERAL BUSINESS**

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The B.S.B.A. with a major in General Business is an online program.

**UK Core Requirements**

See "UK Core Requirements" on page 202.

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

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

See "Graduation Communication and Composition Requirements" on page 202.

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

**Premajor Requirements**

See "Premajor Requirements" on page 202. **NOTE:** B&E 105 is not a premajor requirement for the B.S.B.A. with a major in General Business.

**Subtotal: Premajor hours ..... 19-25**

**NOTE:** Students pursuing this major must complete the designated online sections of the following required courses.

**College Core**

See "College Core" on page 202.

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

To graduate with a B.S.B.A. with a major in General Business, a student is required to have at least 15 credit hours as follows:

**Major Requirements**

ACC 360 Accounting and Tax for Small Business.....	3
ECO 311 Business Economics.....	3
FIN 310 Investments.....	3
MGT 410 Analysis of Organizational Behavior.....	3
MKT 315 Digital Marketing Strategy Creation.....	3

**Subtotal: Major hours ..... 15**

**Electives**

See "Electives" on page 202. Students must complete at least 120 hours to graduate with a degree in General Business.

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

**Suggested Upper-Division General Business Curriculum**

**Junior Year**

<b>Fall Semester</b>	<b>Hours</b>
AN 300 Introduction to Business Analytics.....	3
FIN 300 Corporation Finance.....	3
MKT 300 Marketing Management.....	3
CIS 300 Strategic Business and Professional Communication (W).....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Spring Semester**

MGT 301 Business Management.....	3
MGT 340 Ethical and Regulatory Environment.....	3
ECO 391 Economic and Business Statistics.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Senior Year**

<b>Fall Semester</b>	<b>Hours</b>
ECO 311 Business Economics.....	3
FIN 310 Investments.....	3
MKT 315 Digital Marketing Strategy Creation.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Spring Semester**

ACC 360 Accounting and Tax for Small Business.....	3
MGT 410 Analysis of Organizational Behavior.....	3

Elective.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

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

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**UK Core Requirements**

See “UK Core Requirements” on page 202.

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

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

See “Graduation Communication and Composition Requirements” on page 202.

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

**Premajor Requirements**

See “Premajor Requirements” on page 202.

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

**College Core**

See “College Core” on page 202.

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

To graduate with a Bachelor of Science in Business and Economics, a student is required to have 21 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
*ECO electives .....	12

**Subtotal: Major hours ..... 21**

*\*At least 6 hours of ECO electives must be at the 400 level.*

**Electives**

See “Electives” on page 202. 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**

<b>Fall Semester</b>	<b>Hours</b>
ECO 401 Intermediate Microeconomic Theory.....	3
FIN 300 Corporation Finance .....	3
ECO 391 Economic and Business Statistics.....	3
CIS 300 Strategic Business and Professional Communication (W).....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Spring Semester**

ECO 402 Intermediate Macroeconomic Theory.....	3
ECO 4.....	3
AN 300 Introduction to Business Analytics .....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Senior Year**

<b>Fall Semester</b>	<b>Hours</b>
ECO 4.....	3
ECO 3 or 4.....	3
MGT 340 Ethical and Regulatory Environment.....	3
Elective.....	3
Elective.....	3
<b>Total .....</b>	<b>15</b>

**Spring Semester**

ECO 3 or 4.....	3
ECO 499 Seminar in Economics (Subtitle required).....	3
Elective.....	3
Elective.....	3
Elective.....	3

Total .....15

## 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.

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### Minor in Economics

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#### Hours

ECO 201 Principles of Economics I.....	3
ECO 202 Principles of Economics II .....	3
ECO 401 Intermediate Microeconomic Theory.....	3
Three additional economics courses at the 300-level or above.....	9

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).

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### Minor in Business

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**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:

#### Premajor Requirements Hours

ACC 201 Financial Accounting I.....	3
ACC202 Managerial Uses of Accounting Information .....	3
ECO 201 Principles of Economics I.....	3
ECO 202 Principles of Economics II .....	3
STA 296 Statistical Methods and Motivations .....	3

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

#### Minor Requirements Hours

AN 320 Business Computing Systems	
<b>or</b>	
AN 300 Introduction to Business Analytics .....	3
FIN 300 Corporation Finance .....	3
MGT 301 Business Management .....	3
MKT 300 Marketing Management.....	3

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).

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### Minor in Business Analytics

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To be admitted to the minor in Business Analytics, students must complete the college premajor requirements and be admitted to Upper Division in Business & Economics or have the consent of the Department of Finance and Quantitative Methods. Students must complete course prerequisites to enroll in required courses.

To earn the minor in Business Analytics, complete 18 hours of course work as follows:

#### Required Courses

AN 300 Introduction to Business Analytics .....	3
AN 306 Business Intelligence and Data Visualization .....	3
AN 324 Business Data Management.....	3
AN 420G Business Data Mining.....	3
AN 450G Business Analytics Strategy and Applications .....	3

plus **one** course from the following:

ACC 555 Forensic Accounting and Fraud Examination .....	3
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\*ACC 590 Special Topics in Accounting

(Subtitle required).....	3
ECO 430G Cost Benefit Analysis .....	3
ECO 491G Applied Econometrics .....	3
FIN 430 Financial Modeling.....	3
*MGT 390 Special Topics in Management	
(Subtitle required).....	3
†MGT 780 Advanced Social Network Analysis.....	3
MKT 325 Digital Marketing Strategy Evaluation .....	3

*\*Use of a specific subtitle must be approved by the director of the minor.*  
†For Undergraduate Seniors with permission of instructor.

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 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 Corporation Finance .....	3
MKT 300 Marketing Management.....	3

**Course Component**

Complete 15 hours of course work, including:

MGT 309 Introduction to International Business .....	3
ECO 370 The Global Economy	
<b>or</b>	
*AEC/ECO 471 International Trade .....	3
MKT 435 International Marketing .....	3

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

plus two of the following: 1) FIN 423 International Finance\*\*; 2) a UK Core Global Citizenship course at the 200 level and above that is not used to satisfy UK Core requirements; 3) at least 3 credit hours earned through an education abroad experience; or 4) 6 hours of college-level foreign language.

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).

*\*\*FIN 405 is a prerequisite for FIN 423.*

### Undergraduate Certificate in Financial Planning

The online Undergraduate Certificate in Financial Planning, offered by the Von Allmen School of Accountancy and the Department of Finance and Quantitative Methods, is a first step in preparation for a career as a financial planning professional. The certificate is open to students of any major and non-degree seeking students, including current CPAs or other working professionals, in an online format to allow work and lifestyle flexibility. The course work will provide students a broad range of knowledge in personal financial planning, including insurance and income tax planning, retirement and estate planning, and investment strategies.

**Academic Curriculum**

The Certificate in Financial Planning requires 18 credit hours as follows. Students must earn a C or better in each required certificate course to receive the certificate.

ACC 356 Principles for the Financial Planner.....	3
ACC 357 Tax Planning for the Professional Financial Planner .....	3
FIN 357 Investment Planning .....	3
FIN 358 Risk, Insurance and Retirement Planning.....	3
ACC 457 Estate Planning .....	3
FIN 359 Financial Plan Development (Capstone).....	3

### Undergraduate Certificate in General Business

**NOTE:** This certificate is not available to students pursuing a major in the Gatton College of Business and Economics. **Students pursuing this certificate must complete the designated online sections of the required courses.**

The online Undergraduate Certificate in General Business is designed to provide students with a foundation in the major disciplines of business through an introduction to the essential aspects of business administration, accounting, economics, management, marketing, and finance. The course work will provide students with a skill set that is complementary to any discipline, allowing them to make sound personal financial decisions as well as better understand the operations of the organizations in which they will eventually work. The certificate is open to non-Gatton students of any major and non-degree seeking students. The General Business Certificate is not available to students pursuing a major in the Gatton College of Business and Economics.

**Academic Curriculum**

The online Certificate in General Business requires 15 credit hours as follows. Students must earn a C or better in each required certificate course to receive the certificate.

B&E 201 Introduction to Business.....	3
ACC 221 Accounting Fundamentals.....	3
FIN 250 Personal Investing and Financial Planning.....	3
MGT 301 Business Management.....	3
MKT 300 Marketing Management.....	3

### **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:  
[www.uky.edu/academy/honors-global-scholars](http://www.uky.edu/academy/honors-global-scholars).

#### **Academic Curriculum**

Global Scholars cohorted classes are required. Global Scholars students should schedule other course work and extracurricular activities around these required classes.

#### **Freshman Year**

<b>Fall Semester</b>	<b>Hours</b>
UK 101 Academic Orientation.....	1
B&E 120 Leadership in the Global Marketplace.....	3

<b>Spring Semester</b>	<b>Hours</b>
B&E 122 The Challenge of Leadership.....	1
ECO 201 Principles of Economics I.....	3
ACC 201 Financial Accounting I.....	3

#### **Sophomore Year**

<b>Fall Semester</b>	<b>Hours</b>
ACC 202 Managerial Uses of Accounting Information.....	3
ECO 202 Principles of Economics II .....	3
B&E 240 Inter-Cultural Business Communication.....	3

<b>Spring Semester</b>	<b>Hours</b>
B&E 327 Larger World Issues in Business .....	3

#### **Education Abroad Semester**

EAP 599 Study Abroad.....	1
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#### **Junior Year**

<i>Most Global Scholars study abroad during the junior year:</i> Business or Economics class taken abroad at the 200-level or above .....	3
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#### **Senior Year**

<b>Spring Semester</b>	<b>Hours</b>
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MGT 499 Strategic Management .....3

**Total hours ..... 18†**

†\*The accounting and economics classes are not counted in the total because they are College-wide requirements.

**Additional hours are required for the International Business Minor:**

MGT 309 Introduction to International Business .....3

ECO 471 International Trade

**or**

ECO 370 The Global Economy .....3

FIN 423 International Finance .....3

MKT 435 International Marketing .....3

**Total additional International Business Minor hours ..... 12**

**Academic Standards**

Global Scholars students are held to higher standards. Students earning a 3.4 UK cumulative grade-point average (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. 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.

**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, (5) Ph.D. in Economics, and (6) Master of Science in Finance. 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*.