

# GORDON FORD COLLEGE OF BUSINESS

Dr. Evelyn Thrasher, Dean

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www.wku.edu/business (<http://www.wku.edu/business/>)

## About the Gordon Ford College of Business

The Gordon Ford College of Business has a rich heritage rooted in innovation and excellence. It began in 1884 as the Southern Normal School and Business College in Bowling Green, Kentucky. By the early 20th century, it had grown into the renowned Bowling Green Business University, known for its strong business programs and national reputation.

In 1963, Western Kentucky University acquired the business programs of the Bowling Green Business University, officially bringing its legacy into the WKU family. The college evolved over the years—becoming the Bowling Green College of Commerce, later the College of Business and Public Affairs, and eventually the College of Business Administration.

In 1998, the college was renamed the Gordon Ford College of Business, honoring the generosity and vision of WKU alumnus Gordon B. Ford. Today, the College is proud to hold AACSB accreditation. This distinction reflects our commitment to delivering a rigorous, high-quality business education that prepares students for success in a dynamic global economy.

## Mission

The mission of the Gordon Ford College of Business is to actively support and engage students, faculty, staff, and community in academic and lifelong professional development, providing the foundation needed to lead in today's diverse business environments.

## Center for Applied Data Analytics

www.wku.edu/cada/center (<https://www.wku.edu/cada/center/>)

Dr. Lily Popova Zhuhadar, Director

(615) 604-4995

The mission of the Gordon Ford College of Business Center for Applied Analytics is to advance the science and practice of business analytics by bringing together professional and community-based constituents, faculty, and students; to promote economic development, collaborative research, outreach, and education in the areas of applied analytics. We achieve our mission using our primary goals.

### Outreach

- Enhance the economic impact to the geographic area served by Western Kentucky University by analyzing customer, production, operational, and market data to improve decision making and enhance the quality of their company's products and services.
- Assist clients in synthesizing, aggregating, and analyzing data.

### Education

- Train students and business professionals to leverage appropriate technologies and best practices used in data analytics.
- Provide our students with real-world experience and internships which promote potential job opportunities.

### Collaborative Research

- Serves as a central facility to bring together expertise from a wide variety of disciplines.
- Perform applied interdisciplinary research that aids all aspects of our overall goals.

## Center for Applied Economics

www.wku.edu/economics/cae (<https://www.wku.edu/economics/cae/>)

Sebastian Leguizamon, Director

(270) 745-3970

The WKU CAE is an outreach of the WKU Department of Economics and Gordon Ford College of Business. It serves as an economic information access point for Bowling Green and South Central Kentucky, provides a bridge between technical research in economics and the local community on relevant topics, provides fee-based studies, and engages graduate students in applied analysis.

## Center for Financial Success

www.wku.edu/cfs/ (<https://www.wku.edu/cfs/>)

financialsuccess@wku.edu

Andrew Head, Director

(270) 883-1910

The mission of the WKU Center for Financial Success is to be the primary and coordinating resource in aiding the university and regional community in becoming financially informed and independent by utilizing a combination of faculty expertise, peer-to-peer counseling and applied financial planning education.

We would love to help you create a plan and ensure that you are on track to reaching your financial goals. Topics that we cover include, but are not limited to:

- Budgeting/Spending Plans
- Debt Management
- Student Loans
- Credit
- Retirement
- Savings Plans

Feel free to reach out for more information at [financialsuccess@wku.edu](mailto:financialsuccess@wku.edu)!

## Center for Leadership Excellence

gfc@wku.edu

(270) 745-6311

The Center for Leadership Excellence (CLE) serves as a resource that advances the understanding and applications of leadership in contemporary society.

## Center for Professional Selling

[www.wku.edu/business/centerprofessionalselling/wkucps.php](http://www.wku.edu/business/centerprofessionalselling/wkucps.php) (<https://www.wku.edu/business/centerprofessionalselling/wkucps.php>)  
Lukas Forbes ([lukas.forbes@wku.edu](mailto:lukas.forbes@wku.edu)), Director  
(270) 745-2993

Welcome to the WKU Center for Professional Selling. Our Sales Program is one of 20 Fully Certified Sales Programs in the United States as a member of the University Sales Center Alliance, and we are one of eight programs in the country offering an academic major and minor in sales.

The WKU Center for Professional Selling is the only certified program in the Commonwealth of Kentucky and the surrounding geographic area. This Center was formed in July 2007 with two specific goals:

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

Since 2007, our growth has been outstanding! We have grown more than 300% in the last decade and are among the fastest growing programs on campus. Currently, we have nearly 300 students who are either majoring or minoring in sales. Within that minor, more than 20 different majors are represented, ranging from finance to public relations and agriculture to psychology.

## Center for the Study of Economics and Institutions

[www.wku.edu/business/gfcbcenters.php](http://www.wku.edu/business/gfcbcenters.php) (<https://www.wku.edu/business/gfcbcenters.php>)  
Dennis Wilson ([dennis.wilson@wku.edu](mailto:dennis.wilson@wku.edu)), Interim Director  
(270) 745-2632

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

- Data Analytics, Certificate (1753) (<http://catalog.wku.edu/graduate/business/information-systems/data-analytics-certificate/>)
- Department of Economics (<http://catalog.wku.edu/graduate/business/economics/>)
  - Applied Economics, Master of Arts (0410) (<http://catalog.wku.edu/graduate/business/economics/applied-ma/>)
  - Economic Data Analytics, Certificate (0491) (<http://catalog.wku.edu/graduate/business/economics/data-analytics-certificate/>)
- Department of Finance (<http://catalog.wku.edu/graduate/business/finance/>)
- Department of Management (<http://catalog.wku.edu/graduate/business/management/>)
  - Executive Decision Making, Certificate (1794) (<http://catalog.wku.edu/graduate/business/management/exec-decision-making-cert/>)
  - Supply Chain Management, Certificate (1772) (<http://catalog.wku.edu/graduate/business/management/supply-chain-mgt-certificate/>)
- Department of Marketing (<http://catalog.wku.edu/graduate/business/marketing/>)
  - Marketing and Sales, Certificate (1786) (<http://catalog.wku.edu/graduate/business/marketing/marketing-sales-certificate/>)
- GFCB Interdisciplinary Programs (<http://catalog.wku.edu/graduate/business/deansofficeprograms/>)
  - Advanced Business Fundamentals, Certificate (1795) (<http://catalog.wku.edu/graduate/business/deansofficeprograms/adv-bus-fund-cert/>)
  - Business Administration, Master of Business Administration (057) (<http://catalog.wku.edu/graduate/business/deansofficeprograms/business-administration-mba/>)

## Departments and Programs

- Department of Accounting (<http://catalog.wku.edu/graduate/business/accounting/>)
  - Accountancy and Data Analysis, Master of Accountancy (0501) (<http://catalog.wku.edu/graduate/business/accounting/accountancy-macc/>)
- Department of Analytics and Information Systems (<http://catalog.wku.edu/graduate/business/information-systems/>)
  - Cybersecurity Data Analytics, Master of Science (0502) (<http://catalog.wku.edu/graduate/business/information-systems/cybersecurity-data-analytics-ms/>)
  - Cybersecurity, Certificate (1793) (<http://catalog.wku.edu/graduate/business/information-systems/cybersecurity-data-analytics-certificate/>)