

GORDON FORD COLLEGE OF BUSINESS

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

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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.

Vision

The Gordon Ford College of Business will be the school of choice in the region for applied business education and a leader of business thought and engagement.

Undergraduate Student Services and Academic Advising

(270) 745-3290

www.wku.edu/business/undergraduate-student-services (<https://www.wku.edu/business/undergraduate-student-services/>)

At the Gordon Ford College of Business, academic advising is an important part of every student's journey. Our **Undergraduate Student Services and Academic Advising Center** | 270-745-3290 is here to support students from their first semester through graduation.

Our dedicated team of **Professional Advisors** and the **Student Success Team** offer more than just help with course planning. We're here to connect you with resources and opportunities that enhance your college experience and prepare you for what's next.

Services include:

- One-on-one academic advising and degree planning
- Study abroad guidance

- Internship and job search assistance
- Tutoring and academic support
- Access to **Suited for Success**, our professional clothing closet
- Involvement opportunities in student and professional organizations
- Career development and post-graduation preparation

Whether you're choosing your major, exploring internships, or building your professional wardrobe, we're here to help you succeed—every step of the way.

Center for Applied Data Analytics

Dr. Lily Popova Zhuhadar, Director

(615) 604-4995

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

The mission of the Gordon Ford College of Business Center for Applied Data 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 as described below.

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 a 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 to promote potential job opportunities.

Collaborative Research

- Serve 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

Dr. Sebastian Leguizamon, Director

(270) 745-3970

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

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

Andrew Head, Director

(270) 883-1910

financialsuccess@wku.edu

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

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!

Center for Professional Selling

Lukas Forbes, Director

(270) 745-2993

lukas.forbes@wku.edu

www.wku.edu/business/centerprofessionalselling/wkucps.php (<https://www.wku.edu/business/centerprofessionalselling/wkucps.php>)

Our Sales Program is one of twenty Fully Certified Sales Programs in the United States as a member of the University Sales Center Alliance (USCA). The WKU Center for Professional Selling is the only certified program in the Commonwealth of Kentucky and the surrounding geographic area.

The Center was formed by WKU 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 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 the 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

Dr. Dennis Wilson, Director

(270) 745-2632

dennis.wilson@wku.edu

www.wku.edu/business/gfcbcenters.php (<https://www.wku.edu/business/gfcbcenters.php>)

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.

Economics Majors

Economics majors pursuing a Bachelor of Arts degree are not required to take ACCT 220 and ACCT 110.

Gordon Ford College of Business Minors

A student who is not pursuing a major in the college may enroll in upper-division courses leading to a minor in the college provided the student has met the prerequisites for the course(s).

Registration

Under most circumstances, students are approved to register for upper-division courses in the college without making application. Eligible students who experience problems with registration should contact the Undergraduate Student Services and Academic Advising Center (Grise Hall 449).

Transfer Policies

Students pursuing a major in the Gordon Ford College of Business must earn a minimum of one-half of the major in residence at Western Kentucky University.

Students wishing to transfer to Western Kentucky University need to follow Colonnade Program guidelines as listed in the catalog. This strategy should minimize the risk of losing credits toward graduation. Courses that are offered only at the upper-division level at Western Kentucky University should not normally be taken at other schools. Students are advised to consult the Western Kentucky University department chair of their major program or the Undergraduate Student Services and Academic Advising Center (Grise Hall 234) regarding the transferability of any upper-division course. Students who plan to enroll or who are presently enrolled in junior or community colleges who envision transferring to WKU to complete a baccalaureate degree in the Gordon Ford College of Business should follow a program of Colonnade and prerequisite courses similar to the catalog requirements for freshmen and sophomores on the WKU campus. The Gordon Ford College is an active participant in the statewide transfer agreement for business programs for KCTCS students completing the A.A. or A.S. degrees. Students enrolled in the Kentucky Community and Technical College System (KCTCS) should contact their advisor for specific information on transferring courses to the Gordon Ford College of Business and Western Kentucky University.

Most Bachelor of Science programs in the Gordon Ford College of Business are structured as shown below:

| Code | Title | Hours |
|--------------------|--------------------------------------|------------|
| | Colonnade Program | 39 |
| | Academic and Career Preparation Core | 30 |
| | Advanced Major and elective courses | 51 |
| Total Hours | | 120 |

- Department of Accounting (<http://catalog.wku.edu/undergraduate/business/accounting/>)
 - Accounting, Bachelor of Science (602) (<http://catalog.wku.edu/undergraduate/business/accounting/accounting-bs/>)
- Department of Analytics and Information Systems (<http://catalog.wku.edu/undergraduate/business/information-systems/>)
 - Applied Data Analytics, Certificate (1734) (<http://catalog.wku.edu/undergraduate/business/information-systems/applied-data-analytics-certificate/>)

- Artificial Intelligence and Analytics (AIA), Certificate (1783) (<http://catalog.wku.edu/undergraduate/business/information-systems/artificial-intelligence-analytics-certificate/>)
- Business Data Analytics, Bachelor of Science (504) (<http://catalog.wku.edu/undergraduate/business/information-systems/business-data-analytics-bs/>)
- Department of Economics (<http://catalog.wku.edu/undergraduate/business/economics/>)
 - Business Economics, Bachelor of Science (724) (<http://catalog.wku.edu/undergraduate/business/economics/business-economics-bs/>)
 - Economic Data Analytics, Certificate (1785) (<http://catalog.wku.edu/undergraduate/business/economics/economic-data-analytics-certificate/>)
 - Economics, Bachelor of Arts (638) (<http://catalog.wku.edu/undergraduate/business/economics/economics-ba/>)
 - Economics, Minor (356) (<http://catalog.wku.edu/undergraduate/business/economics/economics-minor/>)
- Department of Finance (<http://catalog.wku.edu/undergraduate/business/finance/>)
 - Accredited Financial Counselor, Certificate (1758) (<http://catalog.wku.edu/undergraduate/business/finance/accredited-financial-counselor/>)
 - Finance, Bachelor of Science (664) (<http://catalog.wku.edu/undergraduate/business/finance/finance-bs/>)
 - Finance, Minor (357) (<http://catalog.wku.edu/undergraduate/business/finance/finance-minor/>)
 - Financial Planning, Certificate (200) (<http://catalog.wku.edu/undergraduate/business/finance/financial-planning-certificate/>)
- Department of Management (<http://catalog.wku.edu/undergraduate/business/management/>)
 - Business Administration, Minor (332) (<http://catalog.wku.edu/undergraduate/business/management/business-administration-minor/>)
 - Business Fundamentals, Certificate (1791) (<http://catalog.wku.edu/undergraduate/business/management/business-fundamentals-certificate/>)
 - Business Law, Certificate (1792) (<http://catalog.wku.edu/undergraduate/business/management/business-law-certificate/>)
 - Creativity and Innovation Management, Certificate (1773) (<http://catalog.wku.edu/undergraduate/business/management/creativity-and-innovation-management-certificate/>)
 - Entrepreneurship, Minor (355) (<http://catalog.wku.edu/undergraduate/business/management/entrepreneurship-minor/>)
 - Executive Influence in Organizations, Certificate (1774) (<http://catalog.wku.edu/undergraduate/business/management/executive-influence-in-organizations-certificate/>)
 - Global Business, Minor (333) (<http://catalog.wku.edu/undergraduate/business/management/international-business-minor/>)
 - Management, Bachelor of Science (723) (<http://catalog.wku.edu/undergraduate/business/management/management-bs/>)
 - Managing Inclusive Organizations, Certificate (1775) (<http://catalog.wku.edu/undergraduate/business/management/managing-inclusive-organizations-certificate/>)
- Department of Marketing (<http://catalog.wku.edu/undergraduate/business/marketing/>)
 - Marketing, Bachelor of Science (720) (<http://catalog.wku.edu/undergraduate/business/marketing/marketing-bs/>)
 - Marketing, Minor (413) (<http://catalog.wku.edu/undergraduate/business/marketing/marketing-minor/>)
 - Sales, Certificate (1776) (<http://catalog.wku.edu/undergraduate/business/marketing/sales-certificate/>)
 - Sales, Minor (452) (<http://catalog.wku.edu/undergraduate/business/marketing/sales-minor/>)
- Interdisciplinary Programs (<http://catalog.wku.edu/undergraduate/business/interdisciplinary-programs/>)
 - Advanced Professionalism, Certificate (1730) (<http://catalog.wku.edu/undergraduate/business/interdisciplinary-programs/advanced-professionalism-certificate/>)
 - Data Science, Bachelor of Science (5012) (<http://catalog.wku.edu/undergraduate/business/interdisciplinary-programs/data-science-bs/>)