

gordon ford college of business

internship PROGRAM

employer information



HIRE DEDICATED INTERNS

Internships are an educational opportunity ▪ An internship consists of services for experience between a student and an employer. Internships help students to determine if they have an interest in a particular career, help students create a network of contacts, and, in some cases, achieve course credit. Some interns find permanent employment with the organizations for which they worked

gfcv by the numbers



2,122 students in 11 academic majors

8 minors ▪ 3 certificate programs



Three Master's level programs



**Plus 2 Online Completion Program
in business administration**



**478
graduates**



100% placement rate for Accounting JUMP

165 honors students ▪ 70 study abroad participants

PEAK participants = 600+



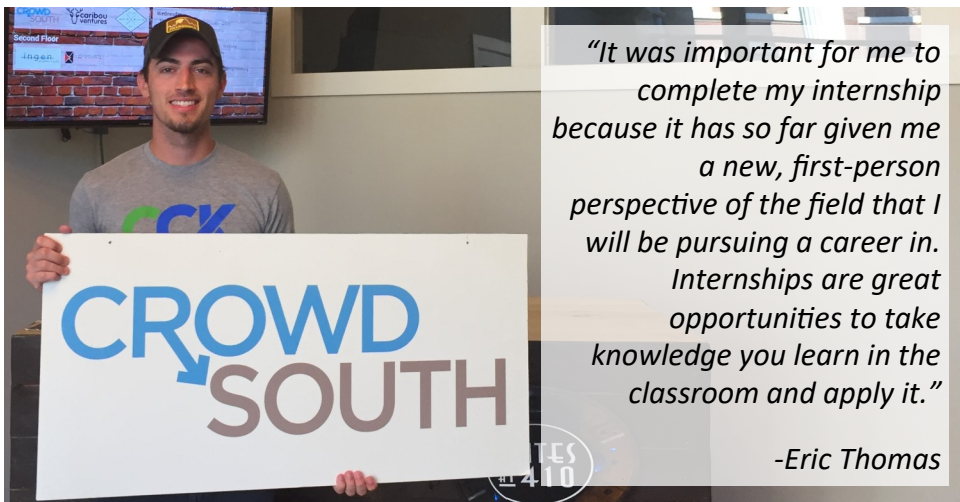
**AACSB
ACCREDITED**

top 1% of all business schools in the world

organizations offering internships 

upon completion of the internship. The Gordon Ford College of Business appreciates the opportunity for students to receive legitimate, real-world experience that is directly related to the student's major. Routine filing, copying and answering phones are important parts of jobs; however these duties and responsibilities should not represent more than approximately 25% of the intern's activities.

BKD ▪ Houchens Industries ▪ State Farm Insurance ▪ Hilliard Lyons ▪ General Motors Corvette Plant ▪ Wells Fargo ▪ United Way ▪ Connected Nation ▪ JB Hunt Transport ▪ Berry Plastics ▪ Cheetah Clean ▪ KIIS Abroad ▪ Fruit of the Loom ▪ Coats Financial Planning ▪ Aramark ▪ Kirby & Kirby, CPAs ▪ Hensley & Throneberry ▪ Landmark Partners ▪ LBMC ▪ Constellium ▪ Cummins ▪ Aflac ▪ Commonwealth Health Corporation ▪ Hangout Creative ▪ Trace Die Cast ▪ Federal Mogul ▪ Leo Eggleton, CPA ▪ Caterpillar ▪ Dart Container ▪ Northwestern Mutual ▪ Ernst & Young ▪ WKU Store ▪ Erie Insurance ▪ Bowling Green Area Chamber of Commerce ▪ Walgreens ▪



Walt Disney World ▪ Camping World ▪ Owensboro Medical Health Systems ▪ Crowd South ▪ Magna ▪ Assured Partners NL ▪ Franklin Bank & Trust ▪ Gerald Printing ▪ Blue & Co. ▪ Van Meter Insurance Group ▪ Scotty's Contracting and Stone ▪ WKU Sports Marketing ▪ Moore Insurance Agency ▪ UPS ▪ CRI ▪ Bendix Spider ▪ Hancock Bank & Trust ▪ Hilliard Lyons ▪ Bowling Green Area Convention & Visitors Bureau ▪ Brand Mentors ▪ Center for Applied Economics ▪ North American Stamping Group ▪ Auburn Leather Company ▪ Champion Pet Foods ▪ BRADD ▪ Kenmold ▪ Akeboro Brake Corporation ▪ Wal-Mart ▪ Chandler Property Management ▪ Sumitomo Electrical Wiring Systems ▪ Kentucky Department of Transportation ▪ Consolidated Electrical Systems ▪ Vanguard Labs ▪ Nashville Predators ▪ Wendy's of Bowling Green ▪ Citizens First Bank ▪ Pan Oston ▪ Hughes and Coleman ▪ Level 4 Wealth Management ▪ Allstate ▪ Junior Achievement ▪ Clear Defense Pest Control ▪ WKU-PBS ▪ U.S. State Department ▪ Logan Aluminum ▪ US Bank ▪ Oxmoor Auto ▪ Yonts & Co. ▪ Universal Music Group ▪ Enterprise

MAJORS

Accounting

Students participating in our high-quality academic program are interested in the following positions: Public accounting such as auditing, tax, environmental accounting, forensic/investigative accounting, and personal financial planning; Corporate and Government accounting positions which include financial management, financial reporting, internal auditing, cost accounting, tax planning, and budget analysis. The GFCB Department of Accounting also offers a Master in Accountancy degree.

Business Data Analytics

All courses in Business Data Analytics use a project-based learning model in which students learn by doing. Business Data Analytics students are interested in the following positions: Network and database administration for financial institutions, insurance companies, hotels, restaurants, governmental agencies, manufacturers, and retailers. Web Administration such as web design, programming and development, system administration and analysis. Other employment areas are systems development and technical support services. Students in the Department of Information Systems major in either Business Data Analytics or Systems Management.

Economics

The Economics major emphasizes the applied analytical and critical thinking skills crucial to career success. Economics students are interested in the following positions: Consulting and research for retail, banking, insurance, mining, transportation, healthcare, and tourism; local and federal governmental positions such as the State Department and the EPA, public utilities, trade associations, labor unions, and international organizations. Other employment areas include banking, insurance, sales, management, and education. The GFCB Department of Economics offers the B.A. in Economics, the B.S. in Business Economics, and the B.S. in Mathematical Economics with two tracks: General and Actuarial Science.

Entrepreneurship

Students in the Entrepreneurship program learn and develop the concepts and skills necessary to start and own a small business, to develop or grow an existing company, or to create an entrepreneurial environment within a larger organization.

Finance

Students concentrate in Financial Management or Financial Planning. Financial Management majors are primarily interested in positions in banking, corporate financial analysis, real estate, investment banking, and supply chain management. Financial Planning majors are interested in personal financial planning, investment advising and analysis, and trust officers. Students can manage a portfolio of real money or manage a simulated bank. They are encouraged to increase personal professionalism by attending professional conferences and completing internships. The Center for Financial Success allows students to gain experience assisting clients with basic financial literacy issues.

International Business

Armed with a business school background, and a focus on cultural competence, international business students possess skills needed in a wide range of organizational settings. These skills include data analysis, communication, and special project management. Internship placement interests include: foreign companies operating in the United States, international banks, government agencies, multinational corporations, and non-profit organizations focused on international missions.

Management

Students who select a Bachelor of Science in Management may select from two tracks: the Business Administration track and the Human Resource Management track. Students are interested in the following positions: management in business and industry such as banks, retail stores, hotels, restaurants, service providers, and healthcare; local, state, and federal government as well as non-profit organizations. Other areas consist of human resource management, operations management, sales insurance, real estate, entrepreneurial endeavors, and businesses with an international focus or interest.

Marketing

WKU is one of a limited number of schools in the country to offer a major concentration in sales and a minor in sales. The marketing major offers three distinct career tracks: 1) Strategic Marketing 2) Marketing Sales and 3) Social Media Marketing. Marketing and Sales majors are interested in the following positions: Sales and promotion in industrial sales, wholesale, direct marketing, consumer product sales, financial services, advertising, e-commerce, and sales management. Also of interest is Brand/Product management, market research, retail purchasing and procurement, banking, insurance, real estate, and social media management.

How can the GFCB help you find the prime candidate?

- Post open internships to the Handshake online recruiting system (*see next page*)
- Email Internship Coordinator to inform about posted jobs on Handshake
- Internship Coordinator meets with students regularly regarding their career interests and encourages applying for internships
- GFCB students are alerted through email, faculty, and social media when every internship is posted
- Employer receives applicant résumés and decides which candidates to interview
- Employer determines time, date, and location of interviews
- Employer hires intern in same process as other part-time employees

What makes GFCB students unique?

Students in the GFCB benefit from an applied education that emphasizes real-world solutions to today's complex business problems.

Preparing students for entry into the professional business environment is an important focus for the GFCB. Professional success doesn't begin when a student wears the cap and gown and receives a diploma. Preparing for professional success is a process that begins the moment a student walks into Grise Hall for the first time. That's where PEAK steps in, giving students a multitude of information, assistance, and advice in these and more areas:

- Career awareness and exploration opportunities
- Personal improvement workshops and seminars
- Real-world experiences through mentoring and internships
- Continued professional development and networking for alumni



Professional Education and Knowledge
Gordon Ford College of Business

Handshake: A Modern Platform for Recruiting

What is it?

Handshake replaces the current TopperCareerLink/Symplicity system and offers your team several great new features including:

- Manage all your campuses with Handshake at no cost.
- Provide a mobile experience — update job postings, view applicants, etc. while on the go using Handshake’s responsive design.
- *For those with a Handshake account*, please login and select Western Kentucky University as a school where you would like to recruit. After approval, you will then be able to share your opportunities with WKU students and alumni.
- *For those who **do not** have a Handshake account*, please use this link to create a free account: https://app.joinhandshake.com/login?school_approval_token=oMHyB745f5GLM6VX_YMJB2y3F50j_RNsIEdElWuHk0xhT9-e7n3eg (or visit wku.edu/business/internships for a clickable link and more information).
- After creating an account, post your company’s open positions.

For more information about Handshake, visit www.wku.edu/business/internships/handshake.php

“We have been using WKU’s Internship Program to hire young talent for the past four years and have had incredible results. The students are enthusiastic and eager to learn and the administrative portion of the process is easy and takes minimal time.”

- Jason Heflin, CrowdSouth

Benefits of Starting an Intern Program

1. Find Future Employees
2. Test-drive Talent
3. Increase Productivity
4. Increase Employee Retention Rate
5. Enhance Perspective
6. Take Advantage of Low-Cost Labor
7. Find Students Free of Charge
8. Give Back to the Community
9. Support Students
10. Benefit Your Small Business

- Internships.com



For more information, contact:

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wku.edu/business/internships