



**BACHELOR of SCIENCE in BUSINESS ECONOMICS (#724)**

Department of Economics  
Gordon Ford College of Business  
Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

**Success Markers**

**SAMPLE - 4 year plan**

<b>FIRST YEAR</b>  <i>Visit the Math Lab for FREE tutoring!</i>	Fall Semester		Spring Semester	
	ENG 100, Introduction to College Writing (F-W1)	3	ENG 200, Introduction Literature (ENG 100) (F-AH)	3
	*COMM 145, Fund Speaking/COMM: BUS/PROF (F-OC)	3	HIST 101 or 102, World History I or II (F-SB)	3
	*CIS 141, Basic Computer Literacy	3	Arts & Humanities (E-AH)	3
	*MATH 116, College Algebra (F-QR)	3	Foreign Language (Language Proficiency)	3
	BA 175, University Experience Business	3	*ACCT 200, Introductory Accounting – Financial (Completion of Colonnade Math)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

<b>SECOND YEAR</b>  <i>Join An Organization Or Volunteer</i>	Fall Semester		Spring Semester	
	*ACCT 201, Introductory Accounting – Managerial (ACCT 200)	3	Natural & Physical Sciences with lab (E-SL)	3
	CIS 243, Principles of MIS (CIS 141)	3	*ECON 203, Principles of Economics – Macro (Sophomore) (E-SB)	3
	*ECON 202, Principles of Economics – Micro (Sophomore) (E-SB)	3	*ECON 206, Statistics (ECON 202/203 and MATH 116)	3
	Natural & Physical Sciences (E-NS)	3	MGT 200, Legal Environment of Business (Sophomore)	3
	MGT 210, Organization and Management (Sophomore)	3	MKT 220, Basic Marketing Concepts (Sophomore)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**World Language Proficiency:** All students entering in fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to: <http://www.wku.edu/modernlanguages/placement/>.

**Colonnade Program:** All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to [http://www.wku.edu/colonnade/documents/approved\\_colonnade\\_courses\\_website.pdf](http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf).

**Admission to the Gordon Ford College of Business and the Economics (Business Economics) Program** – To gain admission to the Gordon Ford College of Business (GFCB) and the Economics (Business Economics) Program students must have 60 earned hours with a minimum 2.5 overall GPA. They must also complete eight admission courses (ACCT 200, ACCT 201; CIS 141; COMM 145; ECON 202, ECON 203, ECON 206; MATH 116 (or higher) with a separately calculated 2.5 GPA.

<b>THIRD YEAR</b>  <i>Visit the Center for Career and Professional Development</i>	Fall Semester		Spring Semester	
	ECON 302, Microeconomic Theory ( <i>ECON 202, 203, &amp; 206</i> )	3	ECON Upper-Division Elective ( <i>Junior</i> )	3
	ECON 306, Statistical Analysis ( <i>ECON 206</i> ) or ECON 307, Financial Data Modeling ( <i>ECON 206</i> )	3	Connections (K-LG)	3
	ECON 303, Macroeconomic Theory ( <i>ECON 202, 203, &amp; 206</i> )	3	ECON 414, Managerial Economics ( <i>ECON 202, 203, 206</i> )	3
	ENG 300, Writing in the Disciplines (ENG 200 or permission of instructor)	3	FIN 330, Principles of Financial Management ( <i>ACCT 200, MATH 116, &amp; ECON 202/203</i> )	3
	Connections (K-SC)	3	ECON 465, Regression & Econometric Analysis ( <i>ECON 206</i> ) or ECON 480, Economic Forecasting ( <i>ECON 202, 203, 206 and MATH 116 or higher</i> )	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

<b>FOURTH YEAR</b>  <i>Apply for Graduation and CELEBRATE!</i>	Fall Semester		Spring Semester	
	ECON 464, Introduction to Mathematical Economics ( <i>ECON 302, 303</i> )	3	ECON 499, Senior Assessment ( <i>ECON 302, ECON 303, and ECON 465</i> )	1
	ECON Upper-Division Elective ( <i>Junior</i> )	3	ECON Upper-Division Elective ( <i>Junior</i> )	3
	ECON Upper-Division Elective ( <i>Junior</i> )	3	Upper-Division Elective ( <i>any 300 – 400 level business course</i> )	3
	MGT 314, Operations Management ( <i>ECON 206</i> )	3	MGT 498, Strategy & Policy ( <i>ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, MKT 22</i> ) ( <i>Senior</i> ) or ENT 496, Small Business Analysis & Strategy ( <i>CIS 243, FIN 330, MGT 210, MGT 314, MKT 220</i> ) ( <i>Senior</i> )	3
	Connections (K-SY)	3	ECON Upper-Division Elective ( <i>Junior</i> )	3
			General University Elective	2
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**Total Credit Hours: 120**

\* Denotes prerequisite courses before program admission

Course prerequisites are in parentheses and italics after each course listing.

Prerequisites, Course Numbers, and Course Titles are subject to change. Consult your advisor each semester.

**For more Information:**

**Department:** Department of Economics

**Website:** [www.wku.edu/economics](http://www.wku.edu/economics)

**Phone:** 270-745-2249

**Email:** [econ@wku.edu](mailto:econ@wku.edu)

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>