

Gordon Ford College of Business

MISSION STATEMENT:

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.



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.

PROGRAM INFORMATION:

The Gordon Ford College of Business is one of only 190 world-wide that holds dual AACSB (Association to Advance Collegiate Schools of Business) accreditation in both business and accounting programs. In fulfilling the College and University missions, and with a balanced emphasis on teaching, research, and service, the highly-qualified faculty of the Gordon Ford College strive for effective teaching and active student learning. The faculty demonstrates competency through continuous intellectual activity in discipline-based, applied, or instructional research. The currency and relevancy of research and pedagogical activity are supported by active faculty participation with professional associations and projects and other initiatives with business, industry, and government.

ORGANIZATIONAL INFORMATION:

The Gordon Ford College of Business offers ten undergraduate majors and eight minors leading to baccalaureate degrees. In addition, five undergraduate certificates are offered. There are three master's degrees and two graduate certificates offered by the Gordon Ford College of Business.

The Gordon Ford College of Business is comprised of six academic departments (Accounting, Economics, Finance, Information Systems, Management, and Marketing), the MBA Program Office, Student Advising, and Student Success. The Gordon Ford College of Business also houses three active centers.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

To achieve our strategic intent and realize our vision, the Gordon Ford College of Business is committed to the following strategic objectives:

- Recruit and retain well-prepared students and highly-qualified faculty and staff
- Offer high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace
- Build a recognized culture of professionalism among students, faculty, and staff
- Develop, broaden, and strengthen significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations.

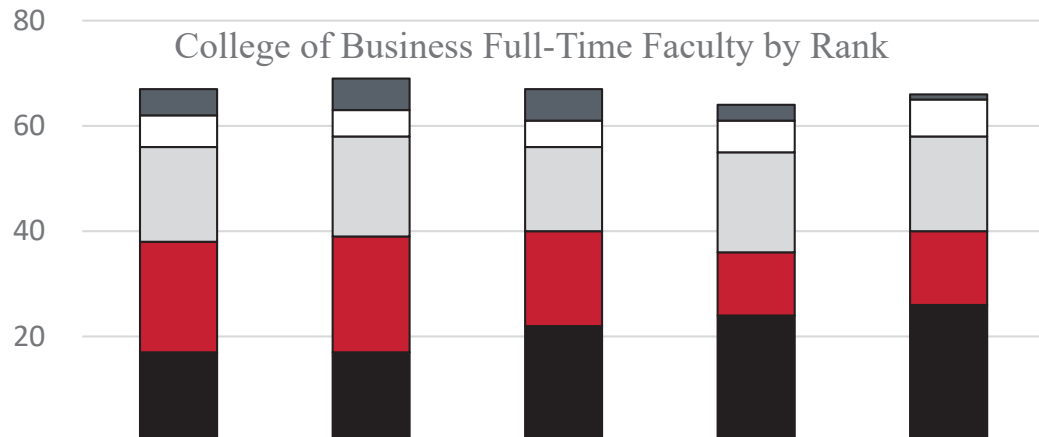
Gordon Ford College of Business

GORDON FORD COLLEGE OF BUSINESS PRIORITIES:

Advancing academic quality, building student success, promoting research, and supporting the work of faculty and staff are the cornerstones of the Academic Affairs strategic agenda. In addition, the Division is responsive to other institutional imperatives, such as CPE mandates and directives, which are reflective of WKU's purpose as a public institution. The following list summarizes Academic Affairs' divisional priorities relative to institutional strategic priorities:

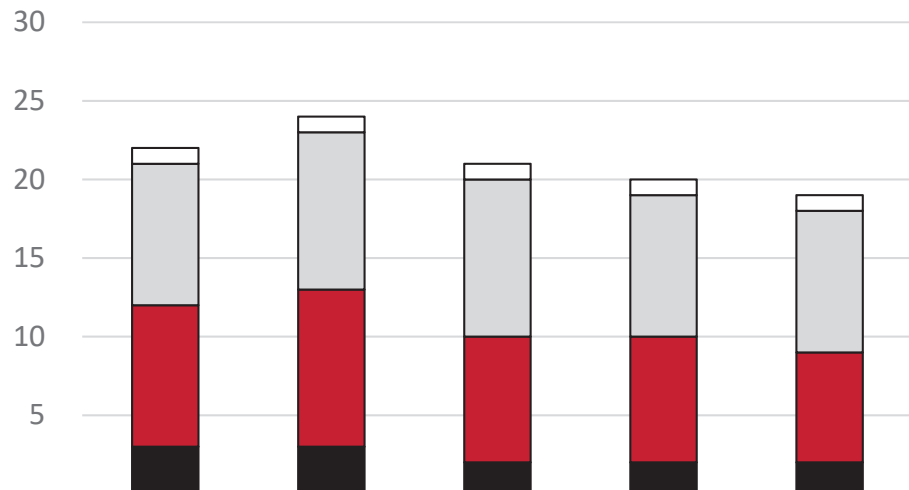
- Grow undergraduate enrollment;
- Grow graduate enrollment;
- Strengthen MBA programs;
- Review the undergraduate core curriculum;
- Continue to redevelop a strategic plan;
- Continue to grow the professional readiness of our students.

Gordon Ford College of Business



	FY17	FY18	FY19	FY20	FY21
Other	5	6	6	3	1
Instructor	6	5	5	6	7
Assistant Professor	18	19	16	19	18
Associate Professor	21	22	18	12	14
Professor	17	17	22	24	26

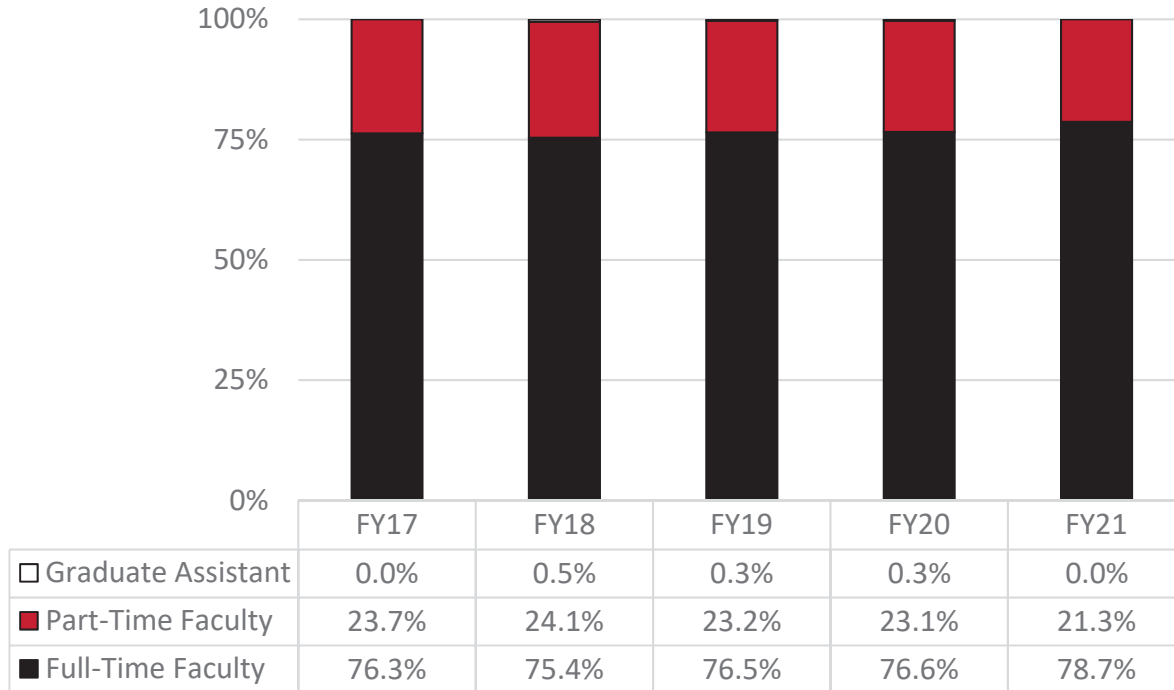
College of Business Full-Time Staff by Type



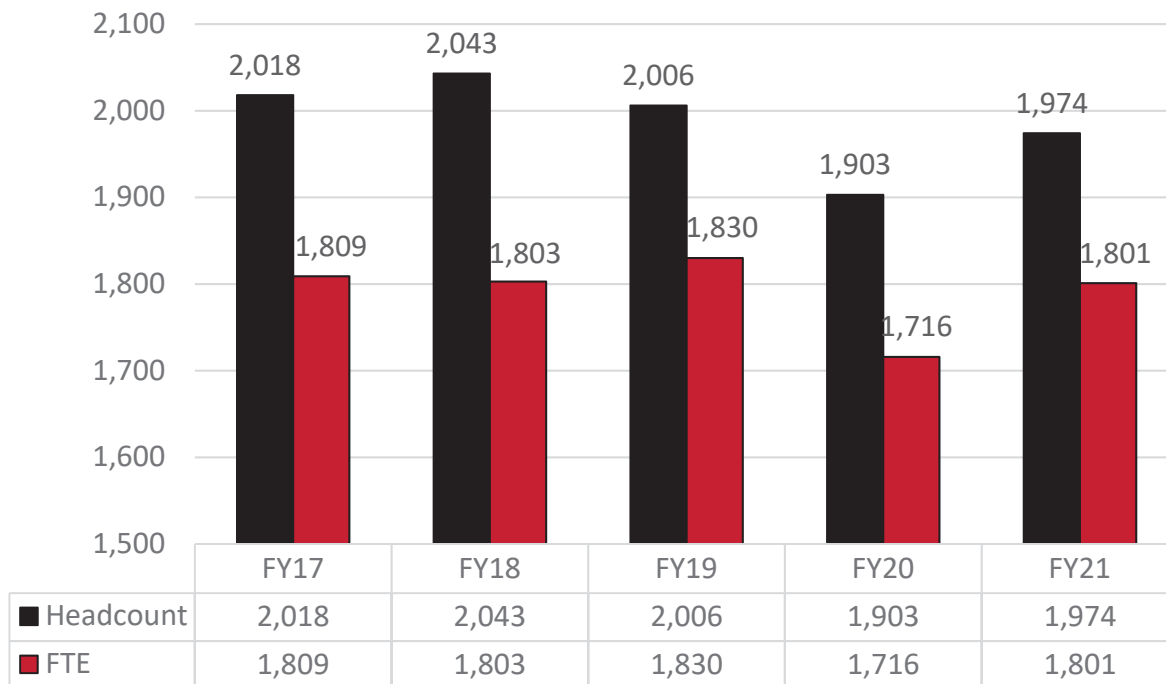
	FY17	FY18	FY19	FY20	FY21
Technical/Skilled/Maintenance	1	1	1	1	1
Clerical/Secretarial	9	10	10	9	9
Prof/Non Faculty	9	10	8	8	7
Executive/Administrative	3	3	2	2	2

Gordon Ford College of Business

College of Business SCHP Taught by Faculty Type



College of Business Undergraduate FTE & Headcount

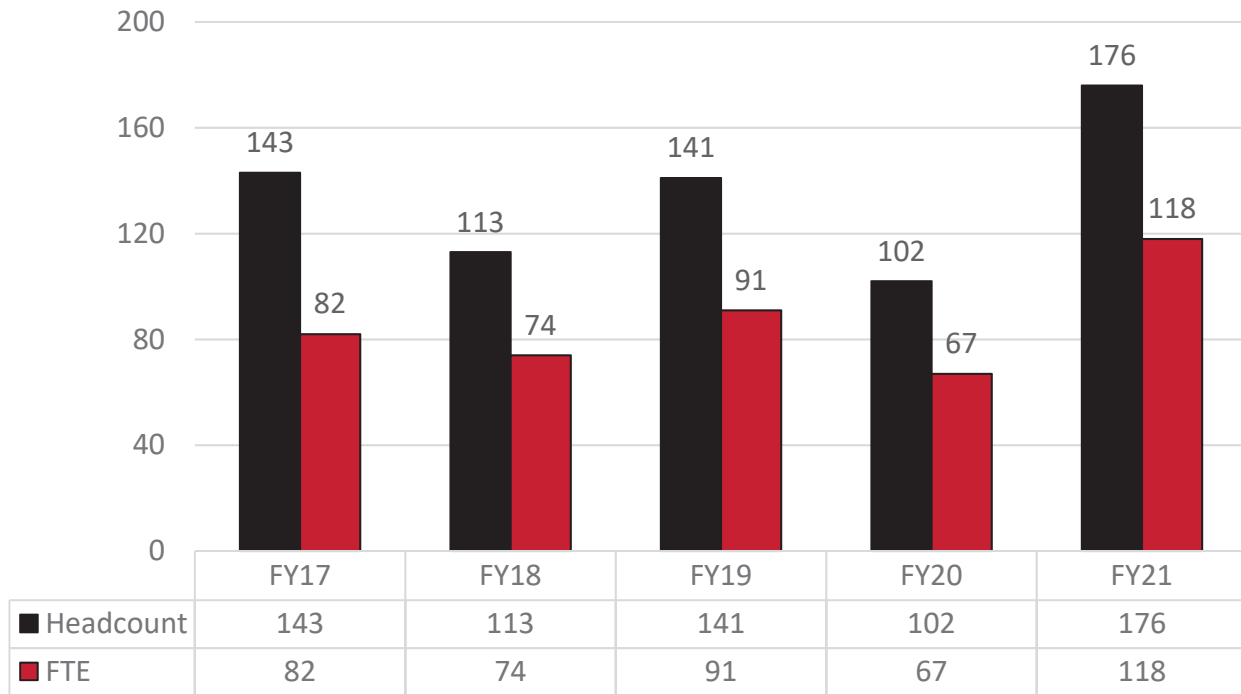


Headcount is for undergraduate students enrolled in fall terms.

FTE is calculated by adding undergraduate student credit hours for fall and spring, then dividing by 30.

Gordon Ford College of Business

College of Business Graduate FTE & Headcount



Headcount is for graduate students enrolled in fall terms.

FTE is calculated by adding graduate student credit hours for fall and spring, then dividing by 24.