Gordon Ford College of Business (GFCB)	
Type of Action	**Description of Item and Contact Information**
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 202 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 203 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 206 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Action Item	Action: Make Multiple Revisions to a Course Item: FIN 330 Contact person: Indudeep Chhachhi Email: Indudeep.chhachhi@wku.edu Phone: 52928
Action Item	Action: Revise a Program Item: Major in Accounting Contact person: Harold Little Email: harold.little@wku.edu Phone: 56978
Action Item	Action: Revise a Program Item: Major in Business Data Analytics Contact person: Ray Blankenship Email: ray.blankenship@wku.edu Phone: 55952
Action Item	Action: Revise a Program Item: Major in Business Economics Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 58858
Action Item	Action: Revise a Program Item: Major in Economics Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Action Item	Action: Revise a Program Item: Major in Entrepreneurship Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913

Action Item	Action: Revise a Program Item: Major in Finance Contact Person: Indudeep Chhachhi Email: Indudeep.chhachhi@wku.edu Phone: 52928
Action Item	Action: Revise a Program Item: Major in International Business Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913
Action Item	Action: Revise a Program Item: Major in Management Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913
Action Item	Action: Revise a Program Item: Major in Marketing Contact person: Patricia Todd Email: patricia.todd@wku.edu Phone: 52334

Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

1.   Identification of course:
   1.1   Course prefix (subject area) and number: ECON 202
   1.2   Course title: Principles of Microeconomics

2.   Current prerequisites/corequisites/special requirements: Sophomore standing.

3.   Proposed prerequisites/corequisites/special requirements: No prerequisites

4.   Rationale for the revision of prerequisites/corequisites/special requirements: This is an entry-level course in Economics.

5.   Effect on completion of major/minor sequence: This allows students to take Economics courses earlier in their curriculum.

6.   Proposed term for implementation: As soon as possible

7.   Dates of prior committee approvals:

Department/ Unit	**9/22/17**
College Curriculum Committee	**10/16/2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	
University Senate	

Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

1. **Identification of course:**
    1.1   Course prefix (subject area) and number: ECON 203
    1.2   Course title: Principles of Macroeconomics

2. **Current prerequisites/corequisites/special requirements:** Sophomore standing.

3. **Proposed prerequisites/corequisites/special requirements:** No prerequisites

4. **Rationale for the revision of prerequisites/corequisites/special requirements:** This is an entry-level course in Economics.

5. **Effect on completion of major/minor sequence:** This allows students to take Economics courses earlier in their curriculum.

6. **Proposed term for implementation:** As soon as possible

7. **Dates of prior committee approvals:**

Department/ Unit	**9/22/17**
College Curriculum Committee	**10/16/2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	
University Senate	

Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

1.   Identification of course:
  1.1   Course prefix (subject area) and number: ECON 206
  1.2   Course title: Statistics

2.   Current prerequisites/corequisites/special requirements: ECON 202 or ECON 203 and MATH 116 or higher.
3.   Proposed prerequisites/corequisites/special requirements: ECON 202 or ECON 203 and Math 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610.

4.   Rationale for the revision of prerequisites/corequisites/special requirements:
Creation of a new course in MATH for business majors.

5.   Effect on completion of major/minor sequence: Should have no effect.

6.   Proposed term for implementation: As soon as possible

7.   Dates of prior committee approvals:

Department/ Unit	**9/22/17**
College Curriculum Committee	**10/16/2017**
Professional Education Council (if applicable)	
General Education Committee (if applicable)	
Undergraduate Curriculum Committee	
University Senate	

Gordon Ford College of Business
Finance Department
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: Name: Indudeep Chhachhi, Email: indudeep.chhachhi@wku.edu Phone: 270-745-2928

1.   Identification of course:
      1.3   Current course prefix (subject area) and number: FIN 330
      1.4   Course title: Principles of Financial Management

2.   Revise course title:
      2.1   Current course title: Principles of Financial Management
      2.2   Proposed course title: Principles of Finance
      2.4   Rationale for revision of course title: The current course title is associated with corporate financial management. The proposed name is more general so that students in both tracks in finance, Business Finance and Personal Financial Planning, will recognize the import of course material to both business and personal financial decisions.

4.   Revise course prerequisites:
      4.1   Current prerequisites: ACCT 200, Math 116, and ECON 202 or 203
      4.2   Proposed prerequisites: ACCT 200, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and ECON 202 or 203
      4.3   Rationale for revision of course prerequisites: Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class.
      4.4   Effect on completion of major/minor sequence: None

8.   Proposed term for implementation: As soon as possible

9.   Dates of prior committee approvals:

Department/ Unit Finance	**September 28, 2017**
Gordon Ford College of Business Curriculum Committee	**October 16, 2017**
Undergraduate Curriculum Committee	
University Senate	

Gordon Ford College of Business
Accounting Department
Proposal to Revise a Program
(Action Item)

Contact Person: Harold Little, Harold.little@wku.edu, 56978

1. **Identification of Program:**
   1.1   Current program reference number: 602P (seeking admission)
                                                                          602   (officially admitted)
   1.2   Current program title: Major in Accounting
   1.3   Credit hours: 73

2. **Identification of the proposed program changes:**
   Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. **Detailed program description:**

Current Program	Proposed Program
Enrollment Policy for Upper-Division Courses – To enroll in upper-division accounting courses, students must have a 2.0 overall grade point average. To enroll in upper-division business courses other than accounting, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in all upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business.	Enrollment Policy for Upper-Division Courses – To enroll in upper-division accounting courses, students must have a 2.0 overall grade point average. To enroll in upper-division business courses other than accounting, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in all upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business.
To gain admission to the Accounting Program, students must have:	To gain admission to the Accounting Program, students must have:
1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, and COMM 145 with a	1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, **MATH 123 or any calculus class or a Math**

minimum grade point average of 2.5 in the courses listed above; and 3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.	**ACT of at least 26 or a Math SAT of at least 610**, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.

4. **Rationale for the proposed program change:**

   Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. **Proposed term for implementation and special provisions (if applicable):**
   Fall 2018

6. **Dates of prior committee approvals:**

   Department of Accounting   August 22, 2017

   GFCB College Curriculum Committee   September 25, 2017

   Undergraduate Curriculum Committee   _____

   University Senate   _____

Gordon Ford College of Business
Information Systems Department
Proposal to Revise A Program
(Action Item)

Contact Person: Ray Blankenship, ray.blankenship@wku.edu, 270-745-5952

1.   **Identification of program:**

   1.1   Current program reference number: 507P (seeking admission)
                                                                            507   (officially admitted)
   1.2   Current program title: Major in Business Data Analytics
   1.3   Credit hours: 72

2.   **Identification of the proposed program changes:**

   Change the math admission requirement for the program to reflect the new Math 123,
   Mathematical Applications in Business. Further, we want students who have credit for calculus
   or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3.   **Detailed program description:**

Current Program	Proposed Program
Catalog Description – Current	**Catalog Description - New**
The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so	The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes**,** which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so

does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information workers critical to attracting and retaining corporate interests in the state.

All students must take the following 45 hours of business core courses: ~~MATH 116~~; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313.

To gain admission to the Business Data Analytics Program, students must have:
1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, and COMM 145;
3. earned an overall WKU GPA of 2.5 or above;
4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, ~~MATH 116~~ or higher, and COMM 145.

Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.

Students must take the following 27 hours: Business Data Analytics core courses BI 310, 320, 330, 410, 420, 430 and 9 hours of approved business and technology electives.

4. **Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. **Proposed term for implementation and special provisions (if applicable):**

Fall 2018

6. **Dates of prior committee approvals:**

Department of Information Systems	August 18, 2017
Gordon Ford College Curriculum Committee	September 25, 2017
Undergraduate Curriculum Committee	
University Senate	

Gordon Ford College of Business
Economics Department
Proposal to Revise a Program
(Action Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 745-8858

1.   **Identification of Program:**
        1.1   Current program reference number: 724P(seeking admission)
                                                                           724   (officially admitted)
        1.2   Current program title: Major in Business Economics
        1.3   Credit hours: 73

2.   **Identification of the proposed program changes:**
        Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program. Further reference to Math 116, Math 119, and ECON 464 in the catalog description needed to be deleted.

3.   **Detailed program description:**

Current Program	Proposed Program
To gain admission to the Business Economics program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.	To gain admission to the Business Economics program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours

Catalog Description - Current	Catalog Description - New
prior to admission.	

Catalog Description - Current	Catalog Description - New
The major in business economics requires a total of 120 credit hours with 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Business economics majors must complete ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, COMM 145, CIS 243, FIN 330, MGT 200, 210, 314 and 498 and MKT 220. Required courses in economics include: ECON 302, 303, 306 or 307, 414 and 499; and either ECON 465 or ECON 480; fifteen hours of 300 or 400 level economics electives; and an approved 3-hour upper-division business elective. ~~Either MATH 116, MATH 119 or ECON 464 must be completed.~~ No minor or second major is required. To gain admission to the Business Economics Program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, ~~MATH 116 or higher~~ and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5.	The major in business economics requires a total of 120 credit hours with 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Business economics majors must complete ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, COMM 145, CIS 243, FIN 330, MGT 200, 210, 314 and 498 and MKT 220. Required courses in economics include: ECON 302, 303, 306 or 307, 414 and 499; and either ECON 465 or ECON 480; fifteen hours of 300 or 400 level economics electives; and an approved 3-hour upper-division business elective. No minor or second major is required. To gain admission to the Business Economics Program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610,** and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5.

4. **Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5.   **Proposed term for implementation and special provisions (if applicable):**
Fall 2018

6. Dates of prior committee approvals:

Department of Economics	<u>September 1, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	_____
University Senate	_____

Gordon Ford College of Business
Economics Department
Proposal to Revise a Program
(Action Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 745-6401

1. **Identification of Program:**
   1.4   Current program reference number: 638P(seeking admission)
                                                                 638   (officially admitted)
   1.5   Current program title: Major in Economics
   1.6   Credit hours: 73

2. **Identification of the proposed program changes:**
   Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program. Further reference to Math 116, Math 119, and ECON 464 in the catalog description needed to be deleted.

3. **Detailed program description:**

Catalog Description - Current	Catalog Description - New
The major in economics requires a total of 120 credit hours of coursework with 37 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, ECON 303, ECON 465 or ECON 480, and ECON 499. Either MATH 116, MATH 119 or ECON 464 must be completed. The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, MATH 116 (or higher), and COMM 145, MATH 116 and COMM 145 may be applied toward general education requirements. Refer to the sample schedule above.	The major in economics requires a total of 120 credit hours of coursework with 37 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, ECON 303, ECON 465 or ECON 480, and ECON 499. ~~Either MATH 116, MATH 119 or ECON 464 must be completed.~~ The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, ~~MATH 116 (or higher)~~ **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145.~~, MATH 116 and COMM 145 may be applied~~

Admission to the economics major requires (1) the completion of MATH 116 (or higher), ECON 202, ECON 203, and ECON 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).	~~toward general education requirements.~~ Refer to the sample schedule above. Admission to the economics major requires (1) the completion of ~~MATH 116 (or higher)~~ **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, ECON 202, ECON 203, and ECON 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).

4.   **Rationale for the proposed program change:**
Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5.   **Proposed term for implementation and special provisions (if applicable):**
Fall 2018

6. Dates of prior committee approvals:

Department of Economics	September 1, 2017
GFCB College Curriculum Committee	October 16, 2017
Undergraduate Curriculum Committee	_____
University Senate	_____

Gordon Ford College of Business
Management Department
Proposal to Revise a Program
(Action Item)

Contact Person: Paula Potter (Paula.Potter@wku.edu), 745-2913

1.   **Identification of Program:**
          1.7   Current program reference number: 542P (seeking admission)
                                                                                542 (officially admitted)
          1.8   Current program title: Major in Entrepreneurship
          1.9   Credit hours: 70

2.   **Identification of the proposed program changes:**
          Change the math admission requirement for the program to reflect the new Math 123,
          Mathematical Applications in Business. Further, we want students who have credit for
          calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission
          to the program.

3.   **Detailed program description:**

Current Program	Proposed Program
The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth	The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth

firm, to be leaders in social or non-profit activities, and to be corporate "intrapreneurs" if employed in larger firms. Students must take the following required courses for the major: ACCT 200, 201, CIS 141, ECON 202, 203, 206, CIS 243, FIN 330, MKT 220, MGT 200, 210, 313, 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two additional courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student's specific interest in entrepreneurship: ECON 414, MKT 323, 325, 328, 329, MGT 311, 333. Students also must complete one hour of MGT 499.

To gain admission to the Entrepreneurship program, students must have:
1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, MGT 210, and COMM 145;
3. earned a minimum overall GPA of 2.5;
4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).

4. **Rationale for the proposed program change:**

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus.

Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5.   **Proposed term for implementation and special provisions (if applicable):**
Fall 2018

6.   **Dates of prior committee approvals:**

Department of Management	<u>August 15, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	_____
University Senate	_____

Gordon Ford College of Business
Finance Department
Proposal to Revise A Program
(Action Item)

Contact Person: Indudeep Chhachhi, indudeep.chhachhi@wku.edu, 745-2928

1.   Identification of program:

      1.5   Current program reference number: 664P (seeking admission)
                                                 664   (officially admitted)

      1.6   Current program title: Major in Finance
      1.7   Credit hours: 73/79

2.   Identification of the proposed program changes:

      Change the math admission requirement for the program to reflect the new Math 123,
      Mathematical Applications in Business. Further, we want students who have credit for calculus
      or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3.   Detailed program description:

Current Program	Proposed Program
The undergraduate finance program offers two areas of concentration within the major: 1) Financial Management and (2) Financial Planning. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. In addition, finance majors must earn a "C" or better in FIN 330 and FIN 332. All finance majors will be required to participate in career readiness preparation in FIN 300. The financial management concentration requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor or second major is required or prohibited. The Financial Management concentration deals with the acquisition and use of funds to	The undergraduate finance program offers two areas of concentration within the major: 1) ~~Financial Management~~ **Business Finance** and (2) **Personal** Financial Planning. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. In addition, finance majors must earn a "C" or better in FIN 330 and FIN 332. All finance majors will be required to participate in career readiness preparation in FIN 300. The ~~financial management~~ **Business Finance** concentration requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor or second major is required or prohibited.

maximize the value of the firm. Financial managers make decisions about alternative sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business. Students must take the following courses: ACCT 200, ACCT 201, CIS141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, FIN 332, FIN 433, FIN 436, FIN 437, FIN 438, and FIN 439 or FIN 449. Students must take 3 additional hours from either FIN 435 or MKT 323, MKT 325 or ACCT 300, ACCT 330, ACCT 430, ACCT 440. In addition, students must take 6 hours of upper level finance electives as well as an additional 3 hours of business electives. The financial planning concentration requires 79 hours of professional and elective courses and leads to a Bachelor of Science degree. The financial planning concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs. As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner® (CFP) designation has become the most widely recognized financial planning credential among consumers. The financial planning concentration is registered with the Certified Financial Planner Board of Standards in Denver, CO. We are one of only four registered universities in the state of Kentucky! This registration confers a special advantage on our graduates. Upon completion of our CFP® board certified	The ~~Financial Management~~ **Business Finance** concentration deals with the acquisition and use of funds to maximize the value of the firm. **Business** ~~finance~~ **Finance** managers make decisions about alternative sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business. Students must take the following courses: ACCT 200, ACCT 201, CIS141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, FIN 332, FIN 433, FIN 436, FIN 437, FIN 438, and FIN 439 or FIN 449. Students must take 3 additional hours from either FIN 435 or MKT 323, MKT 325 or ACCT 300, ACCT 330, ACCT 430, ACCT 440. In addition, students must take 6 hours of upper level finance electives as well as an additional 3 hours of business electives. The ~~financial planning~~ **Personal Financial Planning** concentration requires 79 hours of professional and elective courses and leads to a Bachelor of Science degree. The **Personal** ~~financial planning~~ **Financial Planning** concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs. As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner® (CFP) designation has become the most widely recognized financial planning credential among consumers. The ~~financial planning~~ **Personal Financial Planning** concentration is registered with the Certified Financial Planner Board of Standards in Denver, CO. We are one of only

program, students are allowed to sit for the CFP® Certification Examination.

Western Kentucky University does not certify individuals to use the CFP®, Certified Financial PlannerTM , and CFP
(with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board
of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-
Registered Program, have met its ethics, experience, and examination requirements.

The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial PlannerTM, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.

Students must take the following classes**:**
ACCT 200, ACCT 201, CIS 141,
CIS 243, ECON 202, ECON 203,
ECON 206, FIN 300, FIN 330, MKT 220,
MGT 200, MGT 210, MGT 314,
ENT 496 or MGT 498, ECON 307,
ACCT 330, FIN 331, FIN 332, FIN 350,
FIN 437, FIN 438, FIN 444, FIN 445,
FIN 450, and FIN 439 or FIN 449. In addition, students must take 3 hours of upper level finance electives and 3 hours of approved business electives.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

four registered universities in the state of Kentucky! This registration confers a special advantage on our graduates. Upon completion of our CFP® board certified program, students are allowed to sit for the CFP® Certification Examination.

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of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-
Registered Program, have met its ethics, experience, and examination requirements.

The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial PlannerTM, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.

Students must take the following classes**:**
ACCT 200, ACCT 201, CIS 141,
CIS 243, ECON 202, ECON 203,
ECON 206, FIN 300, FIN 330, MKT 220,
MGT 200, MGT 210, MGT 314,
ENT 496 or MGT 498, ECON 307,
ACCT 330, FIN 331, FIN 332, FIN 350,
FIN 437, FIN 438, FIN 444, FIN 445,
FIN 450, and FIN 439 or FIN 449. In addition, students must take 3 hours of upper level finance electives and 3 hours of approved business electives.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic

Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years. To gain admission to the Finance Program, student must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 116 or higher, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; 3. a minimum overall GPA of 2.5. 4. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours prior to admission.	regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head. Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years. To gain admission to the Finance Program, **a** student must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH ~~116~~ **123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; 3. a minimum overall GPA of 2.5. 4. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours prior to admission.

4. **Rationale for the proposed program change:**

- Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.
- Name changes to the two programs of study in the department are more descriptive of the differences between the two tracks, that is, Business Finance and Personal Financial Planning.

5. **Proposed term for implementation and special provisions (if applicable):** Fall 2018

6. **Dates of prior committee approvals:**

Department/ Unit   Finance   **August 17, 2017**

Gordon Ford College of Business Undergraduate Curriculum
Committee   **September 25, 2017**

Undergraduate Curriculum Committee

University Senate

Gordon Ford College of Business
Management Department
Proposal to Revise A Program
(Action Item)

Contact Person: Paula Potter, paula.potter@wku.edu, 270-745-2913

1.   **Identification of program:**

     1.8   Current program reference number: 569, 569P
     1.9   Current program title: Major in International Business
     1.10   Credit hours: 73

2.   **Identification of the proposed program changes:**

     Change the math admission requirement for the program to reflect the new Math 123,
     Mathematical Applications in Business. Further, we want students who have credit for calculus
     or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3.   **Detailed program description:**

Current	Proposed
To gain admission to the International Business program, students must have: • earned a minimum of 60 hours; • completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, ~~MATH 116 or higher~~, MGT 210, and COMM 145; • earned a minimum overall GPA of 2.5; • earned a minimum GPA of 2.5 om the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a "C" or better).	To gain admission to the International Business program, students must have: • earned a minimum of 60 hours; • completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, MGT 210, and COMM 145; • earned a minimum overall GPA of 2.5; • earned a minimum GPA of 2.5 om the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a "C" or better).

4. **Rationale for the proposed program change:**

   Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. **Proposed term for implementation and special provisions (if applicable): Fall 2018**

6. **Dates of prior committee approvals:**

   Department of Management   **August 15, 2017**

   GFCB College Curriculum Committee   **September 25, 2017**

   Undergraduate Curriculum Committee   _____

   University Senate   _____

Gordon Ford College of Business
Management Department
Proposal to Revise a Program
(Action Item)

Contact Person: Paula Potter (Paula.Potter@wku.edu), 745-2913

1. **Identification of Program:**
   1.10 Current program reference number: 723P (seeking admission)
   723 (officially admitted)
   1.11 Current program title: Major in Management
   1.12 Credit hours: 73

2. **Identification of the proposed program changes:**
   Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. **Detailed program description:**

Current Program	Proposed Program
To gain admission to the ~~Gordon Ford College~~ Management program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, ~~MATH 116 or higher~~, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above:; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).	To gain admission to the Management program, students must have: 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, **MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above:; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).

4.   **Rationale for the proposed program change:**
Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5.   **Proposed term for implementation and special provisions (if applicable):**
Fall 2018

6.   **Dates of prior committee approvals:**

Department of Management   August 15, 2017

GFCB College Curriculum Committee   September 25, 2017

Undergraduate Curriculum Committee   _____

University Senate   _____

Gordon Ford College of Business
Department of Marketing
Proposal to Revise a Program
(Action Item)

Contact Person: Dr. Patricia Todd, patricia.todd@wku.edu, 745-2334

1. **Identification of program:**
   1.11 Current program reference number: 720P (Seeking Admission)
   720 (Admitted)
   1.12 Current program title: Marketing
   1.13 Credit hours: 73

2. **Identification of the proposed program changes:**
   Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. **Detailed program description:**

Current Admission Standards	Proposed New Admission Standards
ACCT 200	ACCT 200
ACCT 201	ACCT 201
CIS 141	CIS 141
ECON 202	ECON 202
ECON 203	ECON 203
ECON 206	ECON 206
~~MATH 116 (or higher)~~	**MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610**
COMM 145	COMM 145
MKT 220	MKT 220

To be admitted to the Marketing program (720), a student must:
  a. have completed 60 hours,
  b. successfully complete the nine Marketing admission courses,
  c. achieve an overall GPA of 2.5 or above,
  d. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220.
	To be admitted to the Marketing program (720), a student must:
	  a. have completed 60 hours,
	  b. successfully complete the nine Marketing admission courses,
	  c. achieve an overall GPA of 2.5 or above,
	  d. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220.

Catalog Description – Current	**Catalog Description - New**
The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a "C" or better in all Marketing classes	The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a "C" or better in all Marketing classes

(MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a "C" will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.

To be admitted to the Marketing program (720), a student must:
   a. have completed 60 hours;
   b. complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, 203, and 206; CIS 141; COMM 145; ~~MATH 116 (or higher)~~ and MKT 220;
   c. the student must have an overall GPA of 2.5 or higher;
   d. the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220.

In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, 210, 314, and 498.

All marketing majors must take the following required courses: MKT 321, 325, 421, and 422; and MGT 361 or ENG 306.

For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, 328, or 331; MKT 327 or 423; plus two additional marketing electives and one professional elective.

For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective and one professional elective.

For the Social Media Marketing concentration (MKSM), a student must also take MKT 322, 328, and 331, plus one additional marketing elective and one professional elective or JOUR 344.

4. **Rationale for the proposed program change:**
Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. **Proposed term for implementation and special provisions (if applicable): Fall 2018**

6. **Dates of prior committee approvals:**

Marketing Department	September 1, 2017
GFCB Curriculum Committee	September 25, 2017
Undergraduate Curriculum Committee	_____
University Senate	_____