

# blue means BUSINESS

 Gatton College of  
Business and Economics





**From the first moment you set foot in the Gatton College, you'll be part of a community that has your back. The secret to our success is our close-knit, welcoming community. At every turn, you'll find individuals who have a stake in your achievements, and that brings out the best in all of us.**

For the last 95 years, our goal has remained the same: to provide a wealth of resources to prepare students for a global economy. From international internships to our student-managed investment fund, you'll find opportunities that will inspire you and people who will motivate you to be your best.

I invite you to take a closer look at Gatton by visiting our beautiful campus and discovering all the advantages that being a business student at Kentucky's flagship university has to offer.

Sincerely,

**Simon Sheather**  
*Dean*



# Why Gatton?

## First-Rate Education

Our comprehensive academic programs are designed to prepare students for the workforce. We offer an advanced education incorporating the latest technology and skill sets that help students gain a competitive edge. Business ethics, entrepreneurship, and a global perspective - essential concepts for today's business environment - are interwoven throughout our curriculum.

## Unique Programs & Opportunities

Gatton students have the chance to experience once-in-a-lifetime opportunities such as education abroad, our Business Enterprise Living Learning Program, and our highly selective Honors Pathway Programs.

## Personalized Support

At Gatton, you'll have the unique benefit of a full-time, dedicated academic advisor who will be with you every step of the way. From the moment you arrive on campus, your advisor will be there to help you navigate through your degree requirements and guide you toward campus resources that fit your needs.

**Welcome to Gatton. It's time to discover what's wildly possible.**

## The Graham Office of Career Management

The Gatton College is proud to offer exclusive and personalized career development services through our in-house Graham Office of Career Management. It's never too early to start planning for your future, so you can connect with the Graham Office as soon as you begin your freshman year!

Our professional career counselors are dedicated to helping you explore your major and the vast amount of career opportunities that are out there. They will also work with you to help you gain the skills you need to enter the business world with the job you want. Some of the services they offer include:

- Career exploration tools
- Resume review
- Job and internship search assistance
- Interview preparation
- Career fairs





# Accounting

Learn the universal language of business in the Von Allmen School of Accountancy. Your accounting degree will prepare you for a wide array of professional opportunities analyzing key financial data and providing the insight all companies need to make decisions and formulate strategy.

## Top Careers

- Budget Analyst and Financial Analyst
- Chief Financial Officer
- Controller and Financial Manager
- Financial Auditor
- Financial Planner
- Internal Auditor
- Risk Assessment Officer
- Tax Accountant



### Faculty Spotlight:

## Olivia Davis

*Lecturer of Accounting, CPA*

As a CPA with nearly 14 years of experience, Olivia Davis brings a wealth of experience to her classroom. She invites her students to go beyond technical concepts by sharing real-world scenarios that help them understand the challenges that businesses face.

"I utilize the extensive network built during my time at a Big Four accounting firm and as a National Association of Black Accountants professional to create unique and valuable experiences for my students."

## \$53,900

**Average Starting Salary**

*[Gatton graduates, 2018]*

## \$67,400

**Average Salary in this Field**

*[Regional data, 2018]*

## 8.5%

**Ten-Year Job Growth**

*[expected - 2018-2028]*

Source: Burning Glass, 2019



"I chose to major in accounting because I would have more career options and I can work in a variety of fields. **In my accounting classes I've learned a lot of detailed information about analytical software and programs that I will use in my career.**"

■ Guoji Zhu  
Major: Accounting





"After my first Economics class, I loved how challenging and different the subject was. Since then, my professors have pushed my ability to think analytically and are always introducing me to opportunities outside of the classroom."

Emma King  
Major: Economics



# Economics

Discover new ways to use math and statistics to understand human behavior, and learn how to predict economic circumstances, estimate trends, and use economic theory to assess the behavior of consumers, firms, and governments.

With the analytical and applied business skills organizations need to make resource allocation decisions, you'll be well-prepared for upper level management, research, and public service careers.

**\$52,400**

**Average Starting Salary**

*[Gatton graduates, 2018]*

**\$68,008**

**Average Salary in this Field**

*[Regional data, 2018]*

**17.2%**

**Ten-Year Job Growth**

*[expected - 2018-2028]*

Source: Burning Glass, 2019

## Top Careers

- Actuary
- Credit Analyst
- Equity Trader
- Compensation and Benefits Manager
- Budget Analyst
- Market Research Analyst
- Policy Analyst
- Statistician
- Lawyer



### Faculty Spotlight:

**Gail Hoyt**

*Professor of Economics,  
Gatton College Teaching Fellow*

In Gail Hoyt's Economics of Altruism, Philanthropy and Nonprofit Organizations class, student groups complete economic assessments for nonprofits that are making a difference in Lexington. In Fall 2018, grants totaling \$20,000, funded by philanthropic gifts, were awarded to three organizations that her students voted as most effective in fulfilling their mission.

"This class provides a unique learning opportunity for our students. They use their economic skills to do sophisticated analysis of the real-world issues facing our region, preparing them for the vital community impact aspect of being a business professional."



# Finance

Tackle complex financial problems and solve real-world challenges that face investors, financial institutions, and corporations.

Learn how to make the most of the financial markets, raise capital, and assess risks and rewards. With expertise in corporate finance, investments, economics, and financial markets and institutions, you'll be ready for careers in financial analysis, banking, real estate, and financial services.

## Top Careers

- Financial Analyst
- Financial Planner
- Investment Analyst
- Chief Financial Officer
- Financial Regulator
- Procurement Manager



### Faculty Spotlight:

## Shane Hadden

*Lecturer in Finance*

Shane Hadden brings his Wall Street, financial technology, and entrepreneurship experience into the classroom, teaching students how to raise money for start-up companies as well as preparing them for careers in top finance firms.

"In my classes, students learn financial concepts using my experience starting my own companies, as well as actual transactions I have executed on Wall Street. I also lead the Finance in France program, where students get to learn finance in Paris for the summer."

# \$52,500

**Average Starting Salary**

*[Gatton graduates, 2018]*

# \$74,400

**Average Salary in this Field**

*[Regional data, 2018]*

# 9.6%

**Ten-Year Job Growth**

*[expected - 2018-2028]*

Source: Burning Glass, 2019



"Gatton's Finance program is much more than a degree. It's a path that's provided me with the opportunities of a lifetime, including my internship in the Financial Development Program at GE."

### Jack Boarman

Major: Finance

Employer: Intern, GE Appliances





**"I have had nothing but positive experiences at Gatton.** Whether at the career fair or just around the college, I have been in a position to meet many employers and recruiters and expand my professional network."

**Christopher Muoghalu**  
Major: Management



# Management

Learn methods and techniques for analyzing, understanding, and interpreting data to solve organizational challenges such as logistics, forecasting, and supply chain management.

Develop ways to effectively manage change, motivate employees, and coordinate projects. You'll help companies create a competitive advantage through expertise in human resource management, business strategy, leadership, and team negotiations.

## Top Careers

- Distribution Manager
- Operations Manager
- Quantitative Strategist
- Client Relations Manager
- Human Resources Manager
- Supply Chain Manager



**Faculty Spotlight:**  
**Dan Halgin**

*Associate Professor of Management*

Dan Halgin is a leading scholar on social networks and how interpersonal relationships and communication challenges impact businesses and organizations. He has applied this research to NCAA basketball coaches, the hip-hop music industry, and multiple global organizations.

"Each day, I'm excited to collaborate with Gatton colleagues and students, applying the most current research to today's management challenges. Students also get to connect with CEOs to get a firsthand account of the complexities of strategic leadership in the global economy."

**\$46,700**

**Average Starting Salary**

*[Gatton graduates, 2018]*

**\$77,700**

**Average Salary in this Field**

*[Regional data, 2018]*

**11.1%**

**Ten-Year Job Growth**

*[expected - 2018-2028]*

Source: Burning Glass, 2019



# Marketing & Supply Chain

Develop an understanding of customer buying behaviors, marketing research and analysis, product development, supply chain management, pricing, and promotions. Become a leader in the industry through placing yourself in the mind of the consumer. Learn how to maneuver through today's fast-moving, data-driven, and increasingly digital markets.

## Top Careers

- Market Research Analyst
- Advertising, Promotions, and Marketing Manager
- Operations Research Analyst
- Logistics Manager
- Public Relations Specialist



### Faculty Spotlight:

## Adam Craig

*Assistant Professor of Marketing, Ashland Oil Research Fellow*

Adam Craig's research looks at how shopping, spending, and financial decisions are influenced by the marketplace. In Gatton's consumer neuroscience lab, undergraduate students have the opportunity to assist with research projects and work with cutting-edge marketing research tools.

"Our work in consumer neuroscience helps us understand more about when and why people make decisions, with the goal of helping them make better decisions in the long run. Our students get exposure to advanced research tools that allow them to understand consumers' needs and motives far into the future."

## \$42,500

**Average Starting Salary**

[Gatton graduates, 2018]

## \$65,502

**Average Salary in this Field**

[Regional data, 2018]

## 11.2%

**Ten-Year Job Growth**

[expected - 2018-2028]

Source: Burning Glass, 2019



"Gatton opened up so many doors for me. **Being a first-generation student, studying at the University of Kentucky has had a ripple effect on my family.** Seeing their passion for education has kept my motivation going."

### Ta'Neile Simmons

Major: Marketing  
Employer: Nordstrom, Inc.,  
Seattle, Wa.



# Academic Life

## Honors Pathways

The Gatton College offers three highly selective Lewis Honors College Pathways for incoming freshmen: Global Scholars, Social Entrepreneurship Scholars, and Scholars in Engineering and Management. Each pathway has its own signature element which can include opportunities in education abroad, launching a new business rooted in community development and sustainability, and attaining the LEAN systems certification, respectively. These pathways focus on project-based learning and developing leaders who are ready to engage in the business world.

## The Lab for Economics and Accounting Proficiency (LEAP)

LEAP is located in the Gatton building and provides free peer tutoring services for students enrolled in economics and accounting courses. This service facilitates student learning and academic success by offering guidance with coursework and reinforcing what is taught in the classroom.



## Pre-Major Information

Incoming freshmen are admitted as pre-majors to the Gatton College and are required to complete a series of pre-major courses before being admitted into upper division. Starting as a pre-major allows students to build a foundation of general business principles while solidifying their desired degree path. Not ready to choose a pre-major? No problem. You can choose to be placed in our Exploratory Business major and still learn the general principles of the business world while you decide on your academic focus.

## Minors

### Business

Deepen your understanding of general principles of the business world. This minor is open for students who are not currently majoring in business, who wish to enhance their degree program with a general approach to business.

### Business Analytics

Learn to create, structure, analyze, and communicate big data to inform decisions across industries. Develop the skills to generate meaningful insights all businesses need to compete in today's data-driven marketplace.

### Economics

Explore the factors that shape interest rates, wages, inflation, poverty, and more. Learn how to forecast general economic conditions, estimate trends, analyze data, and use economic theory to help organizations operate more efficiently.

## International Business

Prepare to work in the global business environment and build leadership skills to assess complex challenges facing companies in the expanding global economy. Dedicated classes and education abroad opportunities specifically explore business topics in an international context.

# Grow with Gatton

## Student Organizations

Within Gatton, there are many leadership organizations you can join, as well as student-led extracurricular organizations. Regardless of your major, there is something for everyone. We encourage students to get involved by joining or serving as a leader in student organizations. It's a great way to network with your peers, build community, and show employers that you have experience working in different group environments.

## Living Learning Program

The Business Enterprise Living Learning Program is a residential experience designed to provide first year Gatton students with the opportunity to explore the vast amount of careers in business through connected coursework, meaningful interactions with faculty, staff, and peer mentors, as well as networking with business executives.

## Education Abroad Programs

The Gatton College provides a portfolio of international and North American study and internship opportunities. These experiences are life-changing and provide numerous benefits that help students achieve academic, personal, and professional goals. While abroad, students gain increased cultural sensitivity, professional maturity, situational problem solving, and a global worldview.

# Affordability

## Scholarships and Financial Aid

The Gatton College offers a variety of scholarships, primarily based on academic performance or financial need. These scholarships can be combined with other UK institutional scholarships. For consideration, incoming students must be admitted to UK as a pre-major in Gatton and must submit the Gatton scholarship application by February 1.







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## Visit Us

### Discover What's Wildly Possible.

To schedule your visit, register online at [gatton.uky.edu](http://gatton.uky.edu)

### Blue Means Business Info Sessions

Mondays during the academic semester  
12:30-1:45 p.m.

- Learn about undergraduate majors and minors
- Hear from current students
- Find out how to apply for scholarships
- Discover resources and opportunities like our Honors Pathways, the Business Enterprise Living Learning Program, and the Graham Office of Career Management
- Tour our state-of-the-art facility

Individual visits are also available by appointment.

## Connect with us!

-  [gatton@uky.edu](mailto:gatton@uky.edu)
-  [gattoncollege](https://www.facebook.com/gattoncollege)
-  [UKGattonCollege](https://twitter.com/UKGattonCollege)
-  [ukgattoncollege](https://www.instagram.com/ukgattoncollege)
-  [Gatton College of  
Business and Economics](https://www.linkedin.com/company/gatton-college-of-business-and-economics)
-  [GattonRecruiter@uky.edu](mailto:GattonRecruiter@uky.edu)