EXPLORE YOUR COUCHS AMBITIONS





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 who bring out the best in all of us.

For more than 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, visit campus or take a virtual tour and discover all the advantages that being a business student at Kentucky's flagship university has to offer. Sincerely,

Simon Sheather

Simon Sheather Dean



Welcome

TO GATTON

It's time to discover what's wildly possible.



Why Gatton?

MAJORS

- 6 Accounting
- 9 | Economics
- 10 | Finance
- 13 | Management
- 14 | Marketing
- 16 | Jump Start Your Career
- 18 | Challenge Yourself
- 20 | Build Your Community
- 22 | Enhance Your Global Perspective
- 24 Grow at Gatton
- 26 | Making Gatton Affordable









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.

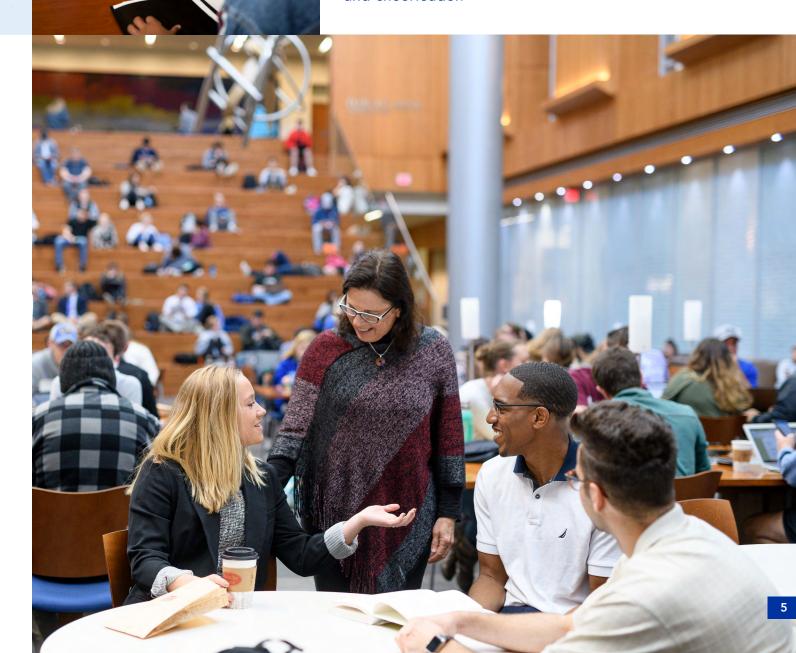
Personalized Support

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.



Academic Advisor Bethany Fugate is the recipient of numerous awards, including the NACADA National Excellence in Advising Award.

"I love helping students explore their goals and dreams, overseeing their graduation plans, connecting them to campus resources, and acting as their advocate and cheerleader."





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 N. Davis CPA, MSA

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."

\$54,892

Average Starting Salary

[Gatton graduates, 2020]

\$63,000

Average Salary in this Field

[Regional data, 2020]

7.25%

Ten-Year Job Growth

[expected - 2020-2030]

Source: Burning Glass, 2020-2021







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.

\$52,989

Average Starting Salary

[Gatton graduates, 2020]

\$80,000

Average Salary in this Field

[Regional data, 2020]

15.67%

Ten-Year Job Growth

[expected - 2020-2030]

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. Grants funded by philanthropic gifts are awarded to three organizations that students vote as most effective in fulfilling their missions.

"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."

Source: Burning Glass, 2020-2



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

Deputy Chair of Students & Lecturer, CFA

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."

\$54,064

Average Starting Salary

[Gatton graduates, 2020]

\$64,000

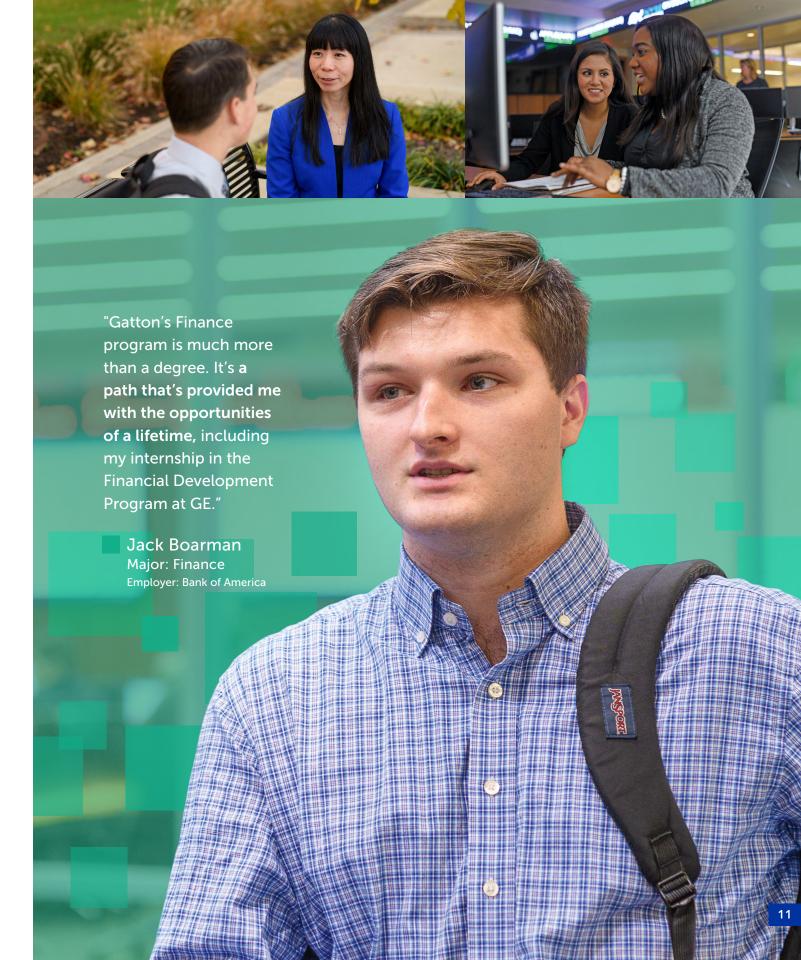
Average Salary in this Field

[Regional data, 2020]

7.98%

Ten-Year Job Growth

[expected - 2020-2030]







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.

\$54,061

Average Starting Salary

[Gatton graduates, 2020]

\$68,000

Average Salary in this Field

[Regional data, 2020]

9.08%

Ten-Year Job Growth

[expected - 2020-2030]

Top Careers

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



Paculty 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."

ce: Burning Glass, 2020-2



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

Associate 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."

\$54,764

Average Starting Salary

[Gatton graduates, 2020]

\$64,000

Average Salary in this Field

[Regional data, 2020]

14.29%

Ten-Year Job Growth

[expected - 2020-2030]



JUMP START YOU'V Career

The Graham Office of Career Management



"We always look forward to hiring Gatton students. Not only do they have the resources they need to be successful, but they take advantage of those resources to make the most of their time on campus. We are regularly impressed by the diversity of experiences Gatton students bring to the table."

Annie Mumpower *Talent ID Manager, PwC*

At the Gatton College, career support starts the moment you walk in the door. Whether in the career center or the classroom, in person or virtually, the Graham Office of Career Management prepares you to take charge of your professional future and build a hire-ready brand that's anchored in authenticity and confidence.

From backpack to briefcase, the Graham Office equips you to imagine, plan, and achieve a dream career that's aligned with how you define success.

Graham helps you:

- → Learn who you are Identify your best-fit major(s)
 and what you can do with your degree while learning to leverage your unique strengths, interests, and motivators.
- → Plan where you'll go Explore your options, set actionable career goals, and build the real-world experience you need through campus and community involvement, education abroad, and internships.
- → **Get where you're going** Connect with employers as a polished candidate through our comprehensive services, from career fairs and networking events to advising on topics including resume strategy, interview prep, and offer and salary negotiation.

It's never too early to start!

The Graham Office can help give you a competitive advantage and increase the possibilities of walking across the stage at graduation with a job offer in hand. The earlier you begin the process, the better.

Handshake: The Career Community Made Just for You

Handshake is our online career development platform, and it's your one-stop shop during every step of your college-to-career journey. The opportunities you're looking for are just a Handshake away! Handshake allows you to:

- → Schedule one-on-one appointments with your Graham advisor to plan your goals, identify opportunities, polish your resume, and apply to jobs and internships.
- → Access tools that help you explore your major and research top companies.
- → Sign up for career fairs, on campus interviews, and Gatton's professional development programming.

Comprehensive Skillsets = Hire-Ready Graduates

Gatton's curriculum and Graham's resources develop both the field-specific know-how and the soft skills employers expect from the day you're hired: leadership, communication, problem-solving, initiative, and more.

Where do Gatton Graduates Work? International 1% Unknown 3% Northeast 4% Mid-Atlantic 4% Southwest 5% South 53%



Gatton Pro Series

The Gatton Pro Series (GPS) is a series of three connected courses designed by the Graham Office of Career Management and Gatton's industry partners that complements all Gatton degrees.

Strategically positioned toward the beginning, middle, and end of your degree program, GPS points the way to your goals and helps navigate the college-to-career journey. You'll define plans and gain industry insights as you translate your major choice into hire-ready opportunities.

CHALLENGE YOURSell

Gatton Honors Pathways



"The Social Entrepreneurship Scholars pathway pushes students to tackle real-world business problems and create solutions. Because of amazing opportunities like the Global Social Innovation Challenge, we are able to partner with people around the globe to create a better world together."

Shelby Simpkins,

Social Entrepreneurship Scholar

Why apply to be a Gatton Honors Pathway student?

Gatton's unique Honors Pathways – designed for high achieving students – deliver specialized trajectories for today's business marketplace. Gatton Honors Pathways are focused on developing leaders through innovative business practices rooted in community development and sustainability. Benefits include:

- → Priority registration
- → Personalized academic advising with the Director of Pathway Programs
- → A customized experiential education
- → Smaller cohort classes to enhance your academic experience
- → Member of the prestigious Lewis Honors College

Apply to a Pathway at uky.edu

Application deadline is December 1

Interested students must apply as an incoming freshman and must also select a Gatton major on the UK application.



Global Scholars

The Global Scholars Program is a fouryear honors program for high-achieving, highly-motivated business students who have a passion for leadership and international business. Every Global Scholar will study abroad for at least one semester and complete a Minor in International Business.

Social Entrepreneurship Scholars

This pathway focuses on for-profit and non-profit business models as a way to create lasting community impact and sustainability both locally and globally. These students spend a full year designing and launching innovative companies rooted in social entrepreneurship.

Scholars in Engineering & Management

Through project and work-based learning in engineering and business, students in this pathway earn their Lean Systems Certification and are professionally prepared to lead companies that require the unique acumen to operate in the engineering and business fields.



BUILD YOUR COmmunity

Business Enterprise Living Learning Program

Gatton's Business Enterprise Living Learning Program (LLP) is a residential experience designed to provide first-year business students with the opportunity to explore the many facets of the business world through connected coursework and meaningful interactions with faculty, staff, and peer mentors. Students will participate in unique experiential learning activities such as site visits to local companies as well as networking events with business executives and local entrepreneurs.

Your New Home

Students in the Business Enterprise LLP live in Jewell Hall on North Campus. Here you'll be surrounded by a community that supports you, while also being just a short walk from your classes, the Student Center, and tons of great local restaurants!





"UK is a really big school, but something that makes me feel comfortable is going home to the LLP every day. It makes a big community feel like a small one."

Olivia Oles, Pre-Marketing Portage, MI





In the Business Enterprise Living Learning Program you will:

→ Explore all our majors:

Gain a better understanding of each of Gatton's majors and discover the vast amount of career opportunities within each field.

→ Find what drives you:

Learn to develop your personal strengths and leadership style through involvement in co-curricular activities and service-learning initiatives.

→ Surround yourself with support:

Connect with a community that has your back as you transition into your first year of college. Engage with Gatton faculty, staff, and resources that are there to help you achieve your wildest ambitions.

→ Expand your reach:

Understand the importance of professional development and networking through a series of workshops and company site visits.

"The LLP is a great way to help freshmen become the rising business stars they want to be."

Immanual Aleman, Finance,
LLP Peer Mentor, Louisville, KY



Apply for the Business Enterprise LLP

- → UK Housing Application
 - → www.uky.edu/housing
- → UK Housing Deadlines
 - → Early Action: February 15
 - → Regular Decision: May 1
- → Students must be admitted as a first-year business student before applying for housing.



Gatton Education Abroad



What Programs Are Available?

We offer different types of education abroad experiences to best fit your schedule and your comfort level with traveling. Programs are offered throughout the year. When you study abroad, you can go with fellow UK students and attend classes taught by UK professors, you can participate in an exchange program, or you can even go abroad through a third-party program.

Why study abroad?

Education abroad is more than just taking classes in another country. It's an experience that will prepare you to be a global citizen and a world-ready professional.

Skills that employers look for that can be cultivated through an education abroad experience include:

- → Communication
- → Problem-solving
- → Initiative
- → Teamwork
- → Leadership

- → Interpersonal skills
- → Flexibility and adaptability
- $\rightarrow {\sf Organization}$
- → Cultural awareness



"My experience in Iceland really sparked my interest in sustainable energy, and it became a future career path. All students should have this experience, and Gatton will support them along the way."

Nick Strakhov

Renewable Energy, Technology, & Resource Economics, Study & Research Abroad Program, Reykjavik, Iceland

Where can I study?

There are many locations around the world available to our students. In the past five years, more than 5,000 UK students have studied abroad in over 100 countries. Take a look at the map to check out some of the places you could go!



International Internships

International internships are a great way to earn college credit and work experience at the same time. Gatton students have interned with Deutsche Bank Group, Ritz Carlton London, Commonwealth Bank in Sydney, Australia, External Management Services in Barcelona, Spain, and many more.

Funding and Scholarships

Education abroad applicants are eligible to apply for scholarship funding through UK, the Gatton College of Business & Economics, or through outside resources. In most cases, a student's financial aid package can be used to offset the cost of education abroad.

For more information, start here: International.uky.edu/ea



"Studying abroad in China was a wonderful experience for me. Not only did I learn about China, but I also gained a new perspective of the United States and more self-awareness. It was a unique experience that I would do all over again."

Erica Deramus

Accounting, Economics, and International Business, TEAN Abroad, Shanghai, China









Going to class is just the beginning! Gatton is proud to offer numerous ways to engage with our community and gain valuable experience outside the classroom. Check out some of the opportunities that will get you connected right away:

Entrepreneurs Bootcamp

Become an entrepreneur at UK! Whether you have an idea for a start-up or you're wanting to learn what it takes to create your own venture, the Entrepreneurs Bootcamp is a semester-long program designed to assess and validate the feasibility of a business concept, create a business model, and provide hands-on experience with real-world projects. The Bootcamp is open to all UK students, staff and community members, and students can receive academic credit for participating.

vace.uky.edu/bootcamp

"The Entrepreneurs Bootcamp helped me learn about entrepreneurship, and mainly for my first company, it taught me how to iterate and think lean."

Destin George Bell,

Marketing '20, Bootcamp participant

Wall Street Scholars

As a special cohort style program for finance students, Wall Street Scholars provides support for high-achieving undergraduate students to be ready to compete for extremely rewarding positions in finance. Wall Street Scholars offers advanced academic curriculum, cocurricular education, and soft skill development. Students have the opportunity to receive performance-based scholarships, and the program also provides invaluable access to a community of other highly motivated students and alumni offering career guidance.

gatton.uky.edu/wall-street-scholars



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.

Leadership Opportunities

- » Gatton College Mentoring Initiative
- » Gatton Ambassadors
- » Graham Peer Advisors
- » LLP Peer Mentors
- » Women Business Leaders
- » Presidential Fellows



Student Organizations

- » Alpha Kappa Psi
- » American Marketing Association
- » Analytics Club
- » Beta Alpha Psi
- » Economics Society
- » Entrepreneurship Club
- » Ethics in Accounting Club
- » Finance Society
- » Global Business Network
- » Human Resource Management Club
- » Investors Club
- » National Association of Black Accountants
- » Phi Beta Lambda
- » Salesforce Club

MAKING GATTON Affordable

Scholarships and Financial Aid



We Are Here To Help

Applying for scholarships and financial aid can feel overwhelming, but you're not alone. You can call, email, or set up a virtual appointment with the Office of Student Financial Aid to get the help you need.

OSFAS@uky.edu | (859) 257-3172 uky.edu/financialaid/contactus

Gatton Scholarships

Undergraduate scholarships are available for incoming students through the Gatton College of Business and Economics. Scholarships are awarded based on a variety of factors—academic merit, financial need, intended major, etc.

Apply Here:*

gatton.uky.edu/scholarships-financial-aid

Deadlines

Incoming Freshmen: February 1

Current Gatton and transfer students: May 1

* Students must first be admitted to UK as a Gatton student in order to apply for Gatton scholarships.

Did you know?

You can apply for scholarships through the Gatton College every year that you are a student with us! We want to support our students at every stage of their academic journey.

Cost of Attendance*

→ In-State:

Average cost per academic year

→ Tuition and Fees \$12,610

→ Room and Board** \$14,000

→ Out-of-State:

Average cost per academic year

→ Tuition and Fees \$31,608

→ Room and Board** \$14,000

*Costs represent average amounts and are updated annually. **Room and board rates will vary based on meal-plan and room type.

Other Financial Resources

ScholarshipUniverse (SU) is an online scholarship platform that matches students to relevant, vetted external scholarship opportunities, as well as internal scholarships offered by the university. It's your one stop shop for scholarships so be sure to check it out!

uky. edu/financial aid/Scholar ship Universe

Remember to file your FAFSA! Use the Free Application for Federal Student Aid to apply for financial aid for college. **FAFSA.gov**



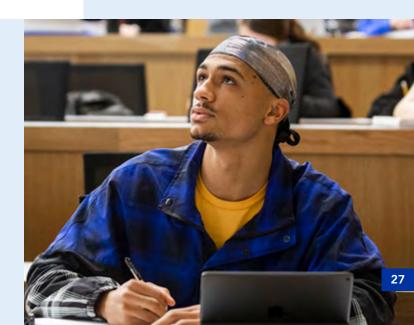
"Being a Terry Woodward Scholar has taught me a larger appreciation for selfless giving. It's made my education more personal because someone believed in me enough to support me."

Sally Martin,Terry Woodward Scholar,
Owensboro, KY

Net-Price Calculator

It only takes 12 minutes to receive your personalized cost estimate.
Check it out!

uky.studentaidcalculator.com





DISCOVER WHAT'S WHAT'S POSSIBLE.



To schedule your visit, register online at www.gatton.uky.edu/visitus

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 Business and Economics
- ☑ GattonRecruiter@uky.edu