

THE WARREN P. WILLIAMSON, JR. COLLEGE OF BUSINESS ADMINISTRATION

Betty Jo Licata, *Interim Dean*

(330) 941-3065

Dean's Welcome

In the Williamson College of Business Administration, your success is our priority. Relevant coursework, engagement with the business community, and professional development opportunities will enable you to develop the knowledge, skills, and experiences that will support your success during college and in your career. Whether you are interested in working in business, government, or nonprofit organizations, you will have many opportunities to discover your passions.

Our business programs are accredited by AACSB International (<https://www.aacsb.edu/educators/accreditation/>). This accreditation recognizes the excellence of our students, faculty, staff, and programs. Only 6% of the business programs in the world have earned AACSB accreditation so you can be assured of the high-quality education you will receive at YSU.

We look forward to supporting you in your journey to success.

Betty Jo Licata, PhD

Interim Dean, Williamson College of Business Administration

WCBA BSBA Competency Goals

Williamson College of Business Administration BSBA graduates will be:

Knowledgeable Business Professionals

1.1 Students will demonstrate a multidisciplinary understanding of business concepts.

Adept Business Problem Solvers

2.1 Students will be able to utilize appropriate techniques to identify a business problem.

2.2 Students will be able to conduct analysis using evidence-based methods.

2.3 Students will be able to make a supported recommendation intended to solve a business problem.

Professional Communicators

3.1 Students will be able to deliver professional business presentations.

3.2 Students will be able to write professional business documents.

Model Business Professionals

4.1 Students will exhibit professional conduct in a workplace environment.

4.2 Students will exhibit behaviors associated with being an effective team member.

4.3 Students will exhibit ownership of their career and professional development.

Departments and Programs

Lariccia School of Accounting and Finance

**DR. JEREMY SCHWARTZ, CHAIR,
(330) 941-3076**

UNDERGRADUATE MAJORS

- Accounting (BSBA)
- Finance: Certified Financial Planner Track (BSBA)
- Finance: Financial Management Track (BSBA)
- Business Analytics and Economics (BSBA)

MINORS

- Accounting
- Economics
- Economics with Statistics
- Finance

The Department of Management and Marketing

**DR. BRUCE KEILLOR, CHAIR, (330)
941-1894**

UNDERGRADUATE MAJORS

- Business Administration (BSBA)
- Human Resource Management (BSBA)
- Management (BSBA)
- Management: Supply Chain Track (BSBA)
- Marketing (BSBA)
- Marketing: Professional Selling Track (BSBA)
- International Business (ICP) (BSBA)

MINORS

- Business (non-business majors)
- Entrepreneurship
- Management Information Systems
- Marketing
- Nonprofit Leadership
- Professional Selling

CERTIFICATES

- Business Analytics
- Digital Marketing Strategy
- Enterprise Resource Planning (ERP)
- Leadership
- Nonprofit Leadership

The Department of Communication**DR. MARY BETH EARNHEARDT,
CHAIR, (330) 941-3638**

UNDERGRADUATE MAJORS

- Communication, Community Engagement and Organization Track (BA)
- Communication, Strategic Organizational Communication Track (BA)
- Communication, Social Media Track (BA)
- Journalism (BA)
- Journalism: Sports Information Track (BA)
- Multimedia Communication (BA)
- Multimedia Communication: Sports Broadcasting Track (BA)

MINORS

- Communicating in Diverse Organizations
- Communication Studies
- Interpersonal Communication
- Journalism
- Multimedia Communication
- Social Media Campaigns
- Sports Information

CERTIFICATES

- Advocacy and Influence
- Content Creation
- Interpersonal Networking
- Media Relations
- Professional Communication
- Social Media Strategy
- Sports Communication

ASSOCIATE DEGREES

- Associate of Arts in Business Administration (AABA)
- Associate of Applied Business in Accounting (AAB)
- Associate of Applied Business in Business Management (AAB)

Facilities - Williamson Hall

One of the newest buildings on campus, the Williamson College of Business Administration's 110,000 square-foot, \$34.3 million space is a LEED-certified, contemporary facility that serves as the southern gateway to the YSU campus. The WCBA provides state-of-the-art classrooms and learning spaces for students, and a variety of places for students to study and meet with team members, friends, and the business community. The building includes:

- WCBA Student Services Center (<https://ysu.edu/academics/williamson-college-business-administration/advisement/>) (Academic Advisement, WCBA Scholarships, Prospective Student Visits)

- WCBA Center for Career Management (<https://ysu.edu/academics/williamson-college-business-administration/internships/>) (Professional Development, Employer Network, Internships)
- Faculty Offices
- Financial Services Lab
- Jocelyne Kollay Linsalata Gallery of Industry, Business and Entrepreneurship
- Weir Atrium
- 15 Technology-Enhanced Classrooms
- 8 Study Lounge/Team Rooms
- Conference Center and Executive Board Room
- 200-seat Auditorium
- Ohio Small Business Development Center, SBDC Export Assistance Network, Ohio Apex Accelerator, Center for Excellence in International Business, Center for Nonprofit Leadership, and Center for Entrepreneurship

Designed to link the campus with the downtown community, the building is a valuable resource for WCBA students and the regional community.

Facilities - The Department of Communication

Bliss Hall is the home of our Communication, Journalism, and Multimedia Communication Majors. In addition to classrooms and faculty offices, Bliss Hall includes:

- Full Television Studio
- Podcast Studios
- Student group workspaces

The first floor of Meshel Hall houses our high-tech classrooms and a student computer lab.

The Payiavlas Classroom in the Don Constantini Multimedia Center, which opened in 2019, is located at YSU's Stambaugh Stadium. The facility serves as a production hub for ESPN+ broadcasts of YSU sports and a classroom space for the Multimedia Communication and Sports Broadcasting programs.

Students have the opportunity to participate in a number of media opportunities through the Office of Student Experience sponsored activities, including the Jambar, Jambar TV, and Rookery Radio. The Jambar student newspaper's offices are located in Kilcawley Center. Rookery Radio, a student-run internet radio station, streams from Kilcawley Center.

For more information, visit **The Warren P. Williamson, Jr. College of Business Administration** (<https://ysu.edu/williamson-college-business-administration/>).